

Road Wings at Three Brothers Arms Hotel Macclesfield

DATE: Saturday, August 16, 2025
LOCATION: Macclesfield, South Australia, AU

Event Description

Road Wings at Three Brothers Arms Hotel Macclesfield is a premier concerts event in Macclesfield. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts

Importance Rank: 36/100

Expected Attendance: 194 people

Event ID: EXkETvL6oos7U7Didt

Hotel Demand Indicators

ADR Impact Index: 4.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 78 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.