

Rock'N'Roll Night

DATE: Friday, August 22, 2025
LOCATION: Phillip, Australian Capital Territory, AU

Event Description

Rock'N'Roll Night is a premier performing-arts event in Phillip. 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: performing-arts
Importance Rank: 43/100
Expected Attendance: 449 people
Event ID: GRuohwV36H2CSEKk4x

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 180 across all properties

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