

# Saturday night music

DATE: Friday, September 12, 2025  
LOCATION: Umina Beach, New South Wales, AU

---

## Event Description

Saturday night music is a premier performing-arts event in Umina Beach. 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:** 45/100

**Expected Attendance:** 535 people

**Event ID:** 46JgcU3drweKrmx2vK

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 214 across all properties

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

---