

SENIORS IN THE SPOTLIGHT: SUNDOWNER

DATE: Thursday, November 13, 2025
LOCATION: Babbage Island, Western Australia, AU

Event Description

SENIORS IN THE SPOTLIGHT: SUNDOWNER is a premier concerts event in Babbage Island. 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: 35/100

Expected Attendance: 172 people

Event ID: 7KpY7xi6fXbzMHUiTR

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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