

# Seth Sentry in Margaret River

DATE: Thursday, September 18, 2025  
LOCATION: Margaret River, Western Australia, AU

---

## Event Description

Seth Sentry in Margaret River is a premier concerts event in Margaret River. 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:** 32/100

**Expected Attendance:** 120 people

**Event ID:** 3qfy9FJoEfCZQRKzUA

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/seth-sentry-in-margaret-river>

Document generated on 6/4/2026, 12:29:50 AM