

Smash Into Pieces at Mary s Underground

DATE: Saturday, August 23, 2025
LOCATION: Sydney, New South Wales, AU

Event Description

Smash Into Pieces at Mary s Underground is a premier concerts event in Sydney. 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: 44/100

Expected Attendance: 476 people

Event ID: 6rqgxbTtu49GYz33JK

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: 190 across all properties

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