

Soul Sundays Muso Jam

DATE: Saturday, September 20, 2025
LOCATION: Broadbeach, Queensland, AU

Event Description

Soul Sundays Muso Jam is a premier performing-arts event in Broadbeach. 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: 40/100
Expected Attendance: 301 people
Event ID: CyCYUw85ncApQrbSWK

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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

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