

Southern Stars: Celebrating Music by Australian Women

DATE: Sunday, November 16, 2025
LOCATION: Crawley, Western Australia, AU

Event Description

Southern Stars: Celebrating Music by Australian Women is a premier concerts event in Crawley. 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: 49/100

Expected Attendance: 883 people

Event ID: DWCW6C3dAaMy9xeEcl

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 353 across all properties

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