

Spotify presents The ARIA Parlour

DATE: Sunday, November 9, 2025
LOCATION: Ultimo, New South Wales, AU

Event Description

Spotify presents The ARIA Parlour is a premier concerts event in Ultimo. 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: 36/100

Expected Attendance: 200 people

Event ID: GNB3Ce2gYcwx29UpXT

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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

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