

Surfrider SA Launch Event - Concert for the Coast

DATE: Wednesday, September 10, 2025
LOCATION: Adelaide, South Australia, AU

Event Description

Surfrider SA Launch Event - Concert for the Coast is a premier concerts event in Adelaide. 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: 35/100
Expected Attendance: 175 people
Event ID: DSSeweq2Snvbnq3mr

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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