

Sydney Cellar Door

DATE: Friday, November 7, 2025
LOCATION: The Rocks, New South Wales, AU

Event Description

Sydney Cellar Door is a premier festivals event in The Rocks. 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: festivals
Importance Rank: 56/100
Expected Attendance: 2,072 people
Event ID: CDxEZDvy8nDFq3KiB3

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 829 across all properties

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