

The Joe Cocker Express: Mad Dog vs The Englishman

DATE: Saturday, November 15, 2025
LOCATION: Thirroul, New South Wales, AU

Event Description

The Joe Cocker Express: Mad Dog vs The Englishman is a premier concerts event in Thirroul. 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: 41/100

Expected Attendance: 345 people

Event ID: FfiSCQyDffVy3iLWs8

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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