

The Mark Drama Friday

DATE: Thursday, August 21, 2025
LOCATION: Macquarie Park, New South Wales, AU

Event Description

The Mark Drama Friday is a premier performing-arts event in Macquarie Park. 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: performing-arts

Importance Rank: 47/100

Expected Attendance: 685 people

Event ID: 3GWppp8i53AZUDeZ6H

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 274 across all properties

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