

The Mark Drama Thursday

DATE: Wednesday, August 20, 2025
LOCATION: Macquarie Park, New South Wales, AU

Event Description

The Mark Drama Thursday 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: BQVhtYXUbmpLSUPz4q

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.
