

The Rubens 10 YEARS OF HOOPS Celebrations

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

Event Description

The Rubens 10 YEARS OF HOOPS Celebrations is a premier festivals event in Darlinghurst. 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: 53/100

Expected Attendance: 1,415 people

Event ID: FPEay5j7Ct2JBeGKts

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 566 across all properties

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