

# THE SMITH STREET BAND & GUESTS

## \*\*EARLY SHOW 5PM DOORS\*\*

DATE: Saturday, September 20, 2025  
LOCATION: Frankston, Victoria, AU

---

### Event Description

THE SMITH STREET BAND & GUESTS \*\*EARLY SHOW 5PM DOORS\*\* is a premier concert event in Frankston. 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:** 28/100

**Expected Attendance:** 80 people

**Event ID:** CtPmkKme45jiPfu5RN

### Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 32 across all properties

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