

The Smith Street Band

DATE: Saturday, October 11, 2025
LOCATION: Towradgi, New South Wales, AU

Event Description

The Smith Street Band is a premier concerts event in Towradgi. 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: 40/100

Expected Attendance: 303 people

Event ID: FYq9Lw8imVTBnHTASX

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 121 across all properties

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