

We Will Rock You OPENING GALA NIGHT!

DATE: Thursday, August 28, 2025
LOCATION: Glen Innes, New South Wales, AU

Event Description

We Will Rock You OPENING GALA NIGHT! is a premier performing-arts event in Glen Innes. 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: 42/100
Expected Attendance: 385 people
Event ID: HjkYrUk6RZQKfbqzhm

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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