

werkaholics

DATE: Saturday, August 16, 2025
LOCATION: Surry Hills, New South Wales, AU

Event Description

werkaholics is a premier performing-arts event in Surry Hills. 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: 31/100
Expected Attendance: 115 people
Event ID: GCmN29uXD9qz56h5Pq

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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