

West Coast Swing (WCS) with Pascale - 5 week course at Dance Loop

DATE: Wednesday, August 20, 2025
LOCATION: Coffs Harbour, New South Wales, AU

Event Description

West Coast Swing (WCS) with Pascale - 5 week course at Dance Loop is a premier community event in Coffs Harbour. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 35rsZPmJRQefwn7TeW

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: 40 across all properties

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