

2025 Fresh Ink Prize Announcement

DATE: Friday, October 24, 2025
LOCATION: Newcastle, New South Wales, AU

Event Description

2025 Fresh Ink Prize Announcement is a premier festivals event in Newcastle. 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: festivals

Importance Rank: 50/100

Expected Attendance: 956 people

Event ID: 9iCj6pBP7KXxugRyqZ

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 382 across all properties

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

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