

Airbnb In Tamworth: Information Sessions

DATE: Tuesday, September 16, 2025
LOCATION: Tamworth, New South Wales, AU

Event Description

Airbnb In Tamworth: Information Sessions is a premier festivals event in Tamworth. 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: 59/100

Expected Attendance: 2,801 people

Event ID: 8GBYo5XCu2FnywUJKP

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,120 across all properties

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