

BAAWA Annual Program 2025 “Rhythm of Life”

DATE: Saturday, August 16, 2025
LOCATION: Como, Western Australia, AU

Event Description

BAAWA Annual Program 2025 “Rhythm of Life” is a premier performing-arts event in Como. 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: 398 people
Event ID: GEgQzM5ZzQqtYMrnYX

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: 159 across all properties

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

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Document generated on 6/4/2026, 8:08:20 AM