

# Barbershop Harmony Australia Festival

DATE: Tuesday, September 2, 2025  
LOCATION: Canberra, Australian Capital Territory, AU

## Event Description

Barbershop Harmony Australia Festival is a premier festivals event in Canberra. 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:** 47/100

**Expected Attendance:** 735 people

**Event ID:** E5QqMfLgjkLn5pwc9

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 294 across all properties

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