

Book Launch: 'Fierceland' by Omar Musa

DATE: Monday, September 29, 2025
LOCATION: Newcastle, New South Wales, AU

Event Description

Book Launch: 'Fierceland' by Omar Musa is a premier expos 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: expos

Importance Rank: 56/100

Expected Attendance: 1,979 people

Event ID: Agrxad797CpCJGAVy3

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 792 across all properties

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