

Book Launch of 'The Naming of Clouds - 50 ghazals' by ross Donlon

DATE: Wednesday, September 10, 2025
LOCATION: Forrest, Australian Capital Territory, AU

Event Description

Book Launch of 'The Naming of Clouds - 50 ghazals' by ross Donlon is a premier festivals event in Forrest. 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: 38/100
Expected Attendance: 255 people
Event ID: D7ZFLeNr7juyFxny8M

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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