

BRAVO 2025: Celebrating 20 years | Princess Theatre

DATE: Friday, December 12, 2025
LOCATION: Launceston, Tasmania, AU

Event Description

BRAVO 2025: Celebrating 20 years | Princess Theatre is a premier performing-arts event in Launceston. 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: 59/100

Expected Attendance: 2,712 people

Event ID: VmiGQ7kuNG4Rp8KgU5

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: 1,085 across all properties

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

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