

# Bushfires affect southeastern Tasmania (Australia)

DATE: Saturday, October 18, 2025  
LOCATION: Nugent, Tasmania, AU

## Event Description

Bushfires affect southeastern Tasmania (Australia) is a premier disasters event in Nugent. 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:** disasters

**Importance Rank:** 29/100

**Expected Attendance:** 10,000 people

**Event ID:** BcNTQABFjmTbS5fWz

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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