

# CAMERON JAMES: Broken Records (Launceston)

DATE: Thursday, September 4, 2025  
LOCATION: Launceston, Tasmania, AU

## Event Description

CAMERON JAMES: Broken Records (Launceston) 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:** 32/100

**Expected Attendance:** 127 people

**Event ID:** 5msfZ4jj2ouD2Q2MZr

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 51 across all properties

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