

# CRACKING INTO SPRING @ The Royal Oak

DATE: Friday, October 10, 2025  
LOCATION: Launceston, Tasmania, AU

---

## Event Description

CRACKING INTO SPRING @ The Royal Oak is a premier festivals 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:** festivals

**Importance Rank:** 42/100

**Expected Attendance:** 385 people

**Event ID:** 3JcH9t3Gt8ZgHM9uk9

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 154 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/cracking-into-spring-the-royal-oak>

Document generated on 6/3/2026, 9:33:32 PM