

Daniel Muggleton - You May Be White, I May Be Crazy - Canberra

DATE: Friday, September 26, 2025
LOCATION: Canberra, Australian Capital Territory, AU

Event Description

Daniel Muggleton - You May Be White, I May Be Crazy - Canberra is a premier festivals event in Canberra. 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: 40/100
Expected Attendance: 321 people
Event ID: 3J6rU4qD7ZKEByCYzk

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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