

# Day of the Dead @ Smiths - NIGHT FIESTA! [Latin - Ska - Folk - Roots]

DATE: Friday, October 31, 2025  
LOCATION: Canberra, Australian Capital Territory, AU

## Event Description

Day of the Dead @ Smiths - NIGHT FIESTA! [Latin - Ska - Folk - Roots] 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:** 38/100

**Expected Attendance:** 241 people

**Event ID:** Fmof8eqbJAQVueDSAD

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 96 across all properties

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