

GTR back at The Cally Hamilton!!

DATE: Friday, August 15, 2025
LOCATION: Hamilton, Victoria, AU

Event Description

GTR back at The Cally Hamilton!! is a premier performing-arts event in Hamilton. 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: 47/100

Expected Attendance: 718 people

Event ID: 3Y7TfCyt54NUFFCpPV

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 287 across all properties

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

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