

It Starts With Us Impact Screening Event

DATE: Sunday, November 23, 2025
LOCATION: Capital Hill, Australian Capital Territory, AU

Event Description

It Starts With Us Impact Screening Event is a premier community event in Capital Hill. 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: community
Importance Rank: 16/100
Expected Attendance: 20 people
Event ID: 4b6msbchKV2Nky6Dgu

Hotel Demand Indicators

ADR Impact Index: 2.9x 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: 8 across all properties

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