

# James Morrison and Darren Percival

DATE: Saturday, October 25, 2025

LOCATION: Hobart, Tasmania, AU

## Event Description

James Morrison and Darren Percival is a premier concerts event in Hobart. 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:** concerts

**Importance Rank:** 43/100

**Expected Attendance:** 444 people

**Event ID:** BE54wAMBaBShyUC86R

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 178 across all properties

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