

LAUNCH EVENT! Julie Stoneman, Dr Merri Randell, Luke Morris + Jillian Farmer

DATE: Wednesday, October 15, 2025
LOCATION: Moonah, Tasmania, AU

Event Description

LAUNCH EVENT! Julie Stoneman, Dr Merri Randell, Luke Morris + Jillian Farmer is a premier expos event in Moonah. 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: expos

Importance Rank: 49/100

Expected Attendance: 851 people

Event ID: 8YeJY7rBVssf4KBwcE

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 340 across all properties

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