

# LAUNCH EVENT! Suemi Chiba, Ann Menezies, Rino Nobel & Peter Graham

DATE: Wednesday, September 10, 2025  
LOCATION: Moonah, Tasmania, AU

## Event Description

LAUNCH EVENT! Suemi Chiba, Ann Menezies, Rino Nobel & Peter Graham 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:** 880 people

**Event ID:** b2pRfF48cuMnkpCr4Q

## 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:** 352 across all properties

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