

Lost in Coombs: Exploring the Treasures of Asia and the Pacific [Immersia 2025]

DATE: Tuesday, September 16, 2025
LOCATION: Acton, Australian Capital Territory, AU

Event Description

Lost in Coombs: Exploring the Treasures of Asia and the Pacific [Immersia 2025] is a premier festivals event in Acton. 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: festivals

Importance Rank: 56/100

Expected Attendance: 1,923 people

Event ID: EC2gWeZ5hxg2Q4q2HJ

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 769 across all properties

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