

Michael Ward (SOLO) - Australian Tour - The Rec Hotel, Northam

DATE: Sunday, September 14, 2025
LOCATION: Northam, Western Australia, AU

Event Description

Michael Ward (SOLO) - Australian Tour - The Rec Hotel, Northam is a premier festivals event in Northam. 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: 41/100

Expected Attendance: 337 people

Event ID: CdHvWtqnu2f2mGPdZS

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 135 across all properties

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