

National Brain Injury Awareness Week Launch Event

DATE: Sunday, August 17, 2025
LOCATION: New Town, Tasmania, AU

Event Description

National Brain Injury Awareness Week Launch Event is a premier expos event in New Town. 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: 45/100

Expected Attendance: 579 people

Event ID: 66dxdnjxPHhtYELX4L

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 232 across all properties

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