

# Paul Mason - Single Launch "The Other Guy"

DATE: Thursday, August 14, 2025  
LOCATION: Petersham, New South Wales, AU

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## Event Description

Paul Mason - Single Launch "The Other Guy" is a premier festivals event in Petersham. 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:** 38/100  
**Expected Attendance:** 249 people  
**Event ID:** DYnfoJhYyiwZBF4Gdt

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 100 across all properties

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

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Document generated on 6/4/2026, 3:32:10 AM