

# Playwords: Beechworth Theatre Company reads 'The Apothecary' by Judi Moncur

DATE: Wednesday, August 20, 2025  
LOCATION: Beechworth, Victoria, AU

## Event Description

Playwords: Beechworth Theatre Company reads 'The Apothecary' by Judi Moncur is a premier performing-arts event in Beechworth. 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:** performing-arts

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** AWcf9VvTwcNNE7dYPy

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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