

R&B Fest Is Coming To Canberra!

DATE: Thursday, August 28, 2025
LOCATION: Bruce, Australian Capital Territory, AU

Event Description

R&B Fest Is Coming To Canberra! is a premier festivals event in Bruce. 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: 40/100

Expected Attendance: 329 people

Event ID: CmbHDV6Q3TeG2Jaqsx

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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