

Rowan Thambar | Soft Launch

DATE: Thursday, September 25, 2025
LOCATION: Petrie Terrace, Queensland, AU

Event Description

Rowan Thambar | Soft Launch is a premier performing-arts event in Petrie Terrace. 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: 30/100

Expected Attendance: 101 people

Event ID: 7ZdUkXBU2tav85jXtD

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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Document generated on 6/3/2026, 8:38:16 PM