

Shaun Kirk and Jesse Redwing

DATE: Saturday, October 18, 2025
LOCATION: Canberra, Australian Capital Territory, AU

Event Description

Shaun Kirk and Jesse Redwing is a premier concerts event in Canberra. 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: concerts

Importance Rank: 42/100

Expected Attendance: 415 people

Event ID: 33vNFNJTdDPinB8Raq

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 166 across all properties

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

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