

Smith's Alternative presents Ally Row on their 'Something More' TOUR

DATE: Friday, September 26, 2025
LOCATION: Canberra, Australian Capital Territory, AU

Event Description

Smith's Alternative presents Ally Row on their 'Something More' TOUR is a premier festivals 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: festivals
Importance Rank: 38/100
Expected Attendance: 250 people
Event ID: FfjC432byhVifS7u9b

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.
