

SOLO CAREER // AVENUE RECORDS

DATE: Wednesday, September 17, 2025

LOCATION: Launceston, Tasmania, AU

Event Description

SOLO CAREER // AVENUE RECORDS is a premier festivals event in Launceston. 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: 42/100

Expected Attendance: 385 people

Event ID: CdQ5J7tsR87CWaWeAq

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: 154 across all properties

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