

Teachers' Sip and Play - THE HEAT IS ON

DATE: Tuesday, August 19, 2025
LOCATION: Sandy Bay, Tasmania, AU

Event Description

Teachers' Sip and Play - THE HEAT IS ON is a premier community event in Sandy Bay. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 5fg8A26asXFAfbScxw

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.
