

The art of embroidery: button hole stitch and variations with Narelle Sheahan

DATE: Friday, August 22, 2025
LOCATION: Newcastle, New South Wales, AU

Event Description

The art of embroidery: button hole stitch and variations with Narelle Sheahan is a premier community event in Newcastle. 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: AZ49ebMjTFFLfqt6ob

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.