

The Big Finale – Music on the Green with Toby Beard

DATE: Sunday, October 19, 2025
LOCATION: Ferguson, Western Australia, AU

Event Description

The Big Finale – Music on the Green with Toby Beard is a premier festivals event in Ferguson. 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: 45/100

Expected Attendance: 539 people

Event ID: CeGaSJy39C2nqbmFG3

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 216 across all properties

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

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Document generated on 6/4/2026, 9:22:16 AM