

The Jazz Haus Canberra: Hammerhead

DATE: Friday, September 12, 2025
LOCATION: Greenway, Australian Capital Territory, AU

Event Description

The Jazz Haus Canberra: Hammerhead is a premier festivals event in Greenway. 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: 50/100

Expected Attendance: 962 people

Event ID: APbK2q2tMVKsw2aQya

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 385 across all properties

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