

The Story Of The Oars

DATE: Friday, September 19, 2025
LOCATION: Canberra, Australian Capital Territory, AU

Event Description

The Story Of The Oars is a premier performing-arts event in Canberra. 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: performing-arts
Importance Rank: 35/100
Expected Attendance: 182 people
Event ID: E7tiEr8j3UeXD3g83o

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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