

# The Tasmanian Rock Challenge - North-West Heat

DATE: Wednesday, August 27, 2025  
LOCATION: Forth, Tasmania, AU

## Event Description

The Tasmanian Rock Challenge - North-West Heat is a premier festivals event in Forth. 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:** 39/100

**Expected Attendance:** 292 people

**Event ID:** 7w5mseMsCy2H3Fvwck

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 117 across all properties

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