

# Tom Busby and Rod Coote

DATE: Friday, November 28, 2025

LOCATION: Bellarine, Victoria, AU

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## Event Description

Tom Busby and Rod Coote is a premier concerts event in Bellarine. 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:** concerts

**Importance Rank:** 41/100

**Expected Attendance:** 352 people

**Event ID:** 9xCsdbBaDBHUmV2sh6

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 141 across all properties

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