

Wake in Fright (M) Presented in 35mm

DATE: Saturday, August 23, 2025
LOCATION: Como, Western Australia, AU

Event Description

Wake in Fright (M) Presented in 35mm is a premier performing-arts event in Como. 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: 42/100
Expected Attendance: 421 people
Event ID: 6DPXPTSk9MdcztVG3b

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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