

? Comedy Icon Steady Eddy – Aug 21 at Officer's Mess

DATE: Wednesday, August 20, 2025
LOCATION: New Farm, Queensland, AU

Event Description

? Comedy Icon Steady Eddy – Aug 21 at Officer's Mess is a premier performing-arts event in New Farm. 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: 40/100
Expected Attendance: 324 people
Event ID: CNirgek5jKjEFYgbif

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 130 across all properties

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