

Ø=Ý%Ø<β¶ Noise for the NoisyØ<β¶

DATE: Friday, October 24, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

Ø=Ý%Ø<β¶ Noise for the NoisyØ<β¶Ø=Ý% is a premier festivals event in Cairns City. This event attracts visitors from the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 36/100

Expected Attendance: 203 people

Event ID: AzyMPHioitJo23dw5J

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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