

8 BALL AITKEN - LIVE IN CAIRNS @ ELIXIR MUSIC HOUSE, + JAX BEE

DATE: Saturday, September 13, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

8 BALL AITKEN - LIVE IN CAIRNS @ ELIXIR MUSIC HOUSE, + JAX BEE is a premier festivals event in Cairns City. 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: 51/100

Expected Attendance: 1,120 people

Event ID: FjKwYH97k7AuoxA2dj

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 448 across all properties

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