

(80% SOLD) BRIT FEST (from the UK) - Cairns (long weekend)

DATE: Saturday, October 4, 2025
LOCATION: Ellis Beach, Queensland, AU

Event Description

(80% SOLD) BRIT FEST (from the UK) - Cairns (long weekend) is a premier festivals event in Ellis Beach. 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: 39/100

Expected Attendance: 292 people

Event ID: 7sgov54XqNSwmPAKbY

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 117 across all properties

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

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Document generated on 6/4/2026, 8:00:37 AM