

# AAQ - Dasara ?Atlasaddi ?Diwali Celebrations ?

DATE: Friday, October 10, 2025  
LOCATION: Hillcrest, Queensland, AU

## Event Description

AAQ - Dasara ?Atlasaddi ?Diwali Celebrations ? is a premier festivals event in Hillcrest. 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:** 54/100

**Expected Attendance:** 1,504 people

**Event ID:** GR5nSKy2jWa9aEQjoA

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 602 across all properties

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