

Adv-Fest Brisbane to Dorrigo ride

DATE: Wednesday, August 20, 2025
LOCATION: Coffs Harbour, New South Wales, AU

Event Description

Adv-Fest Brisbane to Dorrigo ride is a premier festivals event in Coffs Harbour. 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: 45/100

Expected Attendance: 532 people

Event ID: 5LBzHd2ECNJZBrMDdY

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 213 across all properties

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