

AFRO TROPIC 2025 - AFROBEATS FESTIVAL @ THE JACK

DATE: Friday, September 12, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

AFRO TROPIC 2025 - AFROBEATS FESTIVAL @ THE JACK 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: 53/100

Expected Attendance: 1,398 people

Event ID: 6F3gbup5WadLn2qpJG

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 559 across all properties

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

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<https://becircadian.com/events/afro-tropic-2025-afrobeats-festival-the-jack>

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