

Annual Halloween Blockparty @ The Rabbit Hole & Arcadia - 2 Venues 1 Ticket

DATE: Saturday, November 1, 2025
LOCATION: Mackay, Queensland, AU

Event Description

Annual Halloween Blockparty @ The Rabbit Hole & Arcadia - 2 Venues 1 Ticket is a premier festivals event in Mackay. 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: 44/100

Expected Attendance: 478 people

Event ID: 3uQ7WTm9TaoGBw9hvC

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 191 across all properties

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