

ASTC Night Markets: Red Centre NATS Fringe Festival

DATE: Thursday, September 4, 2025
LOCATION: Alice Springs, Northern Territory, AU

Event Description

ASTC Night Markets: Red Centre NATS Fringe Festival is a premier festivals event in Alice Springs. 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: 548 people

Event ID: BpvVnVWDkKL7L7tTNW

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: 219 across all properties

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