

Ballet International Gala VI || Cairns Performing Arts Centre

DATE: Thursday, August 21, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

Ballet International Gala VI || Cairns Performing Arts Centre is a premier performing-arts 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 381 people

Event ID: 5u68pTyb4Ku7NXekya

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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