

# BE SOCIAL FEST 2025 | Cairns

DATE: Friday, October 24, 2025  
LOCATION: Parramatta Park, Queensland, AU

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## Event Description

BE SOCIAL FEST 2025 | Cairns is a premier festivals event in Parramatta Park. 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:** 54/100

**Expected Attendance:** 1,598 people

**Event ID:** FnFB4WTEKvVbZg4Fzs

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 639 across all properties

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

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