

# Beat the Heat Festival - 2025

DATE: Thursday, September 11, 2025  
LOCATION: Cloncurry, Queensland, AU

---

## Event Description

Beat the Heat Festival - 2025 is a premier festivals event in Cloncurry. 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:** 574 people

**Event ID:** ikrZ2R7Az8we2VHzCq

## 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:** 230 across all properties

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

---