

BMA River 2 Reef Ride

DATE: Saturday, September 6, 2025
LOCATION: West Mackay, Queensland, AU

Event Description

BMA River 2 Reef Ride is a premier festivals event in West 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: 43/100

Expected Attendance: 449 people

Event ID: ByACCiVT2qqE8BAmmo

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: 180 across all properties

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