

Book Week Festival

DATE: Friday, August 22, 2025
LOCATION: Bli Bli, Queensland, AU

Event Description

Book Week Festival is a premier festivals event in Bli Bli. 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: 50/100

Expected Attendance: 964 people

Event ID: 6hr4ckGTCap37coSyp

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 386 across all properties

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