

BOONAH ELITE BULL & BRONC RODEO

DATE: Friday, October 24, 2025
LOCATION: Boonah, Queensland, AU

Event Description

BOONAH ELITE BULL & BRONC RODEO is a premier festivals event in Boonah. 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: 56/100

Expected Attendance: 2,033 people

Event ID: 8raQ78P2n4tDdf3miX

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 813 across all properties

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