

CAIRNS FESTIVAL 2025 || Madam After Dark: Buenos Nachos

DATE: Wednesday, August 27, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

CAIRNS FESTIVAL 2025 || Madam After Dark: Buenos Nachos is a premier festivals event in Cairns City. 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: 49/100

Expected Attendance: 869 people

Event ID: BAxqRHVTy7PADGVCmy

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 348 across all properties

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