

CAIRNS FESTIVAL 2025 || PRIMAL

DATE: Wednesday, September 3, 2025
LOCATION: Edge Hill, Queensland, AU

Event Description

CAIRNS FESTIVAL 2025 || PRIMAL is a premier performing-arts event in Edge Hill. 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: performing-arts

Importance Rank: 32/100

Expected Attendance: 128 people

Event ID: DuoRmjQ3bobvehxAgJ

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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

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