

# CAIRNS FESTIVAL 2025 || Reef City Exhibition

DATE: Sunday, August 31, 2025  
LOCATION: Cairns City, Queensland, AU

## Event Description

CAIRNS FESTIVAL 2025 || Reef City Exhibition is a premier expos 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:** expos

**Importance Rank:** 42/100

**Expected Attendance:** 394 people

**Event ID:** EjDWC9ruqtRRrVmEMb

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 158 across all properties

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