

Canberra SpringOUT Pride Festival

DATE: Friday, October 31, 2025
LOCATION: Turner, Australian Capital Territory, AU

Event Description

Canberra SpringOUT Pride Festival is a premier festivals event in Turner. 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: 53/100

Expected Attendance: 1,465 people

Event ID: 5knbVsYpDgd3ZRPawj

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 586 across all properties

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