

Chicks In The Sticks 2025 - A women's three-hour cross country mountain bike event

DATE: Saturday, August 16, 2025
LOCATION: Alexandra Hills, Queensland, AU

Event Description

Chicks In The Sticks 2025 - A women's three-hour cross country mountain bike event is a premier community event in Alexandra Hills. 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: community
Importance Rank: 27/100
Expected Attendance: 70 people
Event ID: 6pb3S4L6P9dPXjehQL

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 28 across all properties

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