

Cracker Jack Movie Night

DATE: Thursday, September 18, 2025
LOCATION: South Townsville, Queensland, AU

Event Description

Cracker Jack Movie Night is a premier performing-arts event in South Townsville. 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: 45/100
Expected Attendance: 589 people
Event ID: H6znwpK3vBNgTv5YWc

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 236 across all properties

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

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