

DARWIN FESTIVAL: Family Fiesta (Free)

DATE: Friday, August 15, 2025
LOCATION: Palmerston City, Northern Territory, AU

Event Description

DARWIN FESTIVAL: Family Fiesta (Free) is a premier festivals event in Palmerston 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: festivals

Importance Rank: 37/100

Expected Attendance: 233 people

Event ID: EVA89zB2ch4EFP7zYC

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 93 across all properties

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