

DARWIN FESTIVAL: Sarah Blasko with Gordi, Little Quirks + Eleanor Jawurlngali

DATE: Saturday, August 23, 2025
LOCATION: Fannie Bay, Northern Territory, AU

Event Description

DARWIN FESTIVAL: Sarah Blasko with Gordi, Little Quirks + Eleanor Jawurlngali is a premier festivals event in Fannie Bay. 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: 42/100

Expected Attendance: 414 people

Event ID: 7uLiK8QJ3xKtVU2xhu

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: 166 across all properties

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