

DARWIN FESTIVAL: The Wake Up | Natalie Vidgen & Angie Soares

DATE: Tuesday, August 19, 2025
LOCATION: Coconut Grove, Northern Territory, AU

Event Description

DARWIN FESTIVAL: The Wake Up | Natalie Vidgen & Angie Soares is a premier expos event in Coconut Grove. 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: expos

Importance Rank: 55/100

Expected Attendance: 1,738 people

Event ID: ATZHRwyVucs5EJMPsn

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 695 across all properties

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

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