

DILLION JAMES n OLD SALTY South Townsville Bowls Club

DATE: Saturday, August 30, 2025
LOCATION: South Townsville, Queensland, AU

Event Description

DILLION JAMES n OLD SALTY South Townsville Bowls Club is a premier festivals 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,128 people

Event ID: EpQLp2xkZT4phvCwGJ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 451 across all properties

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