

Fright Night Festival

DATE: Thursday, October 30, 2025
LOCATION: Mount Ommaney, Queensland, AU

Event Description

Fright Night Festival is a premier festivals event in Mount Ommaney. 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: 391 people
Event ID: yc7YfBzXntXVRQa8Wz

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: 156 across all properties

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