

From a Diamond to a King - The Empire Theatre

DATE: Thursday, November 6, 2025
LOCATION: Wilsonton Heights, Queensland, AU

Event Description

From a Diamond to a King - The Empire Theatre is a premier performing-arts event in Wilsonton Heights. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 1,020 people
Event ID: 8fkUXzD8x5TLzDSrjK

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: 408 across all properties

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