

Giddy Up @ the Coop - Season Farewell

DATE: Saturday, August 16, 2025
LOCATION: Sandgate, Queensland, AU

Event Description

Giddy Up @ the Coop - Season Farewell is a premier festivals event in Sandgate. 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: 55/100

Expected Attendance: 1,789 people

Event ID: J6Q9DnJtSAuDDUCadi

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: 716 across all properties

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