

Girls Day Out - Ross Creek Tropicals and Sublime

DATE: Wednesday, October 8, 2025
LOCATION: Kia Ora, Queensland, AU

Event Description

Girls Day Out - Ross Creek Tropicals and Sublime is a premier expos event in Kia Ora. 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: 49/100

Expected Attendance: 943 people

Event ID: GeZEXyNYtMtZq264ea

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 377 across all properties

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