

# Goodna Jacaranda Festival

DATE: Thursday, October 23, 2025  
LOCATION: Goodna, Queensland, AU

## Event Description

Goodna Jacaranda Festival is a premier festivals event in Goodna. 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:** 52/100

**Expected Attendance:** 1,299 people

**Event ID:** HthhPAzf6yWGyayvo

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 520 across all properties

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