

Grass Roots Thornlands Bull Ride

DATE: Friday, October 10, 2025
LOCATION: Thornlands, Queensland, AU

Event Description

Grass Roots Thornlands Bull Ride is a premier festivals event in Thornlands. 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: 48/100

Expected Attendance: 825 people

Event ID: 879QcFMjKb8GGxQkT6

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 330 across all properties

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