

Halloween in the Laneway

DATE: Friday, October 31, 2025
LOCATION: Surfers Paradise, Queensland, AU

Event Description

Halloween in the Laneway is a premier festivals event in Surfers Paradise. 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: 43/100

Expected Attendance: 455 people

Event ID: 6Siq3c6MY8pZ6ViyX

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 182 across all properties

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