

Heat | New Farm Cinemas

DATE: Friday, September 5, 2025
LOCATION: New Farm, Queensland, AU

Event Description

Heat | New Farm Cinemas is a premier performing-arts event in New Farm. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: T8QEjeTX24LBCyvG6d

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/heat-new-farm-cinemas>

Document generated on 6/4/2026, 2:56:27 AM