

Heatwave Festival Launch Party @The Pier bar

DATE: Thursday, October 23, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

Heatwave Festival Launch Party @The Pier bar is a premier festivals event in Cairns City. 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: 42/100

Expected Attendance: 396 people

Event ID: EF5QHX8Ho7nmW5uFwq

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 158 across all properties

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