

# ILLUSIONS MAGIC SHOW - Surfers Paradise

DATE: Saturday, August 16, 2025  
LOCATION: Surfers Paradise, Queensland, AU

## Event Description

ILLUSIONS MAGIC SHOW - Surfers Paradise is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 52/100  
**Expected Attendance:** 1,220 people  
**Event ID:** 86r9Tye49bm4fGDnxU

## 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:** 488 across all properties

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