

Illy in Burleigh Heads

DATE: Friday, October 10, 2025
LOCATION: Burleigh Heads, Queensland, AU

Event Description

Illy in Burleigh Heads is a premier concerts event in Burleigh Heads. 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: concerts
Importance Rank: 30/100
Expected Attendance: 97 people
Event ID: CLBU8PXQf9w2vmHD5M

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 39 across all properties

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