

Iluka Community Mermaid Festival

DATE: Saturday, October 4, 2025
LOCATION: Iluka, New South Wales, AU

Event Description

Iluka Community Mermaid Festival is a premier festivals event in Iluka. 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: 35/100

Expected Attendance: 180 people

Event ID: E2Yg7F6xsfCVMTM5MR

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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

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