

# International Observe the Moon Night - Southern Astronomical Society

DATE: Saturday, October 4, 2025  
LOCATION: Upper Coomera, Queensland, AU

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## Event Description

International Observe the Moon Night - Southern Astronomical Society is a premier festivals event in Upper Coomera. 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:** 36/100

**Expected Attendance:** 195 people

**Event ID:** CiS3Hyi5WRn83pgEgQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 78 across all properties

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

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