

JunkFest 2025 - Magnetic Island

DATE: Friday, October 3, 2025
LOCATION: Horseshoe Bay, Queensland, AU

Event Description

JunkFest 2025 - Magnetic Island is a premier festivals event in Horseshoe Bay. 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: 57/100

Expected Attendance: 2,142 people

Event ID: 7Tc78jJtwGXsF4Nfdi

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 857 across all properties

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

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