

Ladies of the Vine: Pink Party presented by Elite Imaging Group

DATE: Friday, September 5, 2025
LOCATION: Rockhampton City, Queensland, AU

Event Description

Ladies of the Vine: Pink Party presented by Elite Imaging Group is a premier festivals event in Rockhampton City. 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: 50/100

Expected Attendance: 1,037 people

Event ID: Cifpj27s7uS8y7ycYs

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 415 across all properties

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