

# Liquid Lyrics "ACTIVATE"

DATE: Friday, September 19, 2025  
LOCATION: Coolum Beach, Queensland, AU

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## Event Description

Liquid Lyrics "ACTIVATE" is a premier festivals event in Coolum Beach. 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:** 190 people

**Event ID:** Bj3hTjprVguku6Jot

## 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:** 76 across all properties

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

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<https://becircadian.com/events/liquid-lyrics-activate>

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