

Little Gay Day 2025 Presented By Harry K & the Wickham

DATE: Friday, October 3, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Little Gay Day 2025 Presented By Harry K & the Wickham is a premier festivals event in Fortitude Valley. 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: 52/100
Expected Attendance: 1,270 people
Event ID: 9seYiSYzFNnthwKavx

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 508 across all properties

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