

Little Quokka's Big Birthday Weekend

DATE: Friday, September 19, 2025
LOCATION: Rottnest Island, Western Australia, AU

Event Description

Little Quokka's Big Birthday Weekend is a premier festivals event in Rottnest Island. 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: 988 people

Event ID: Cv3MHmzQkg5C4JbbQj

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: 395 across all properties

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