

Loverpalooza Festival - SUNSHINE COAST - BUTTERMELLO, QUEROL SUAREZ, HAYDEN HACK +

DATE: Friday, September 12, 2025
LOCATION: Sippy Downs, Queensland, AU

Event Description

Loverpalooza Festival - SUNSHINE COAST - BUTTERMELLO, QUEROL SUAREZ, HAYDEN HACK + is a premier festivals event in Sippy Downs. 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: 975 people

Event ID: 9oBiHzZJtWfX36hEed

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: 390 across all properties

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