

Mary Poppins Festival 2025

DATE: Saturday, September 27, 2025
LOCATION: Maryborough, Queensland, AU

Event Description

Mary Poppins Festival 2025 is a premier festivals event in Maryborough. 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: 34/100

Expected Attendance: 152 people

Event ID: 6wujqiVg4mqvCV4Ra2

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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

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