

# Mary Valley Scarecrow Festival 2025

DATE: Sunday, August 31, 2025  
LOCATION: Brooloo, Queensland, AU

## Event Description

Mary Valley Scarecrow Festival 2025 is a premier festivals event in Brooloo. 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:** 38/100

**Expected Attendance:** 264 people

**Event ID:** G7NR2enkFPiepc4vTE

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 106 across all properties

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