

Members Exclusive – SWELL Event

DATE: Wednesday, September 17, 2025
LOCATION: Currumbin, Queensland, AU

Event Description

Members Exclusive – SWELL Event is a premier festivals event in Currumbin. 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: 55/100

Expected Attendance: 1,866 people

Event ID: Gy8M4v8BBpNjpf72Fe

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 746 across all properties

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