

Mitch King

DATE: Thursday, September 25, 2025
LOCATION: Mount Charlton, Queensland, AU

Event Description

Mitch King is a premier festivals event in Mount Charlton. 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: 952 people

Event ID: G2TLxHV5YpTHBzy5yv

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: 381 across all properties

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