

# Moonbird Festival | King Island

DATE: Wednesday, November 5, 2025

LOCATION: Currie, Tasmania, AU

## Event Description

Moonbird Festival | King Island is a premier festivals event in Currie. 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:** 44/100

**Expected Attendance:** 486 people

**Event ID:** 3xZ3Qr2jCr8i9LaLXd

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 194 across all properties

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