

Murder and Mayhem!

DATE: Thursday, September 11, 2025
LOCATION: Dutton Park, Queensland, AU

Event Description

Murder and Mayhem! is a premier performing-arts event in Dutton Park. 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: performing-arts
Importance Rank: 47/100
Expected Attendance: 701 people
Event ID: 3U6rMTze2tVP3DCZ2u

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 280 across all properties

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