

Murphy's Pigs - Princess Theatre Brisbane

DATE: Friday, August 22, 2025
LOCATION: Woolloongabba, Queensland, AU

Event Description

Murphy's Pigs - Princess Theatre Brisbane is a premier performing-arts event in Woolloongabba. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 7ENqDcdP89jR4T7zzt

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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