

MUSE FESTIVAL

DATE: Friday, August 29, 2025
LOCATION: Sunnybank, Queensland, AU

Event Description

MUSE FESTIVAL is a premier festivals event in Sunnybank. 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: 51/100

Expected Attendance: 1,121 people

Event ID: 3PaAnw83pkKsi9vZvt

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: 448 across all properties

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