

North Queensland Elite Rodeo

DATE: Friday, August 15, 2025
LOCATION: Alice River, Queensland, AU

Event Description

North Queensland Elite Rodeo is a premier festivals event in Alice River. 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: 1,034 people

Event ID: Ew66qBHPSC7FCbs6my

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: 414 across all properties

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

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