

Oriana

DATE: Sunday, November 2, 2025
LOCATION: Sunshine Coast, Queensland, AU

Event Description

Oriana is a premier concerts event in Sunshine Coast. 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: concerts

Importance Rank: 42/100

Expected Attendance: 408 people

Event ID: 6KJ6mbMnwnujkqEXC4

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 163 across all properties

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