

# Reading for Writing

DATE: Wednesday, September 3, 2025

LOCATION: Boonah, Queensland, AU

## Event Description

Reading for Writing is a premier festivals event in Boonah. 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:** 47/100

**Expected Attendance:** 669 people

**Event ID:** HnWNTvvbdK2r5b8MZ9

## 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:** 268 across all properties

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