

REEF CITY EXHIBITION/FASHION EVENT OPENING NIGHT

DATE: Thursday, September 4, 2025
LOCATION: Cairns City, Queensland, AU

Event Description

REEF CITY EXHIBITION/FASHION EVENT OPENING NIGHT is a premier expos event in Cairns City. 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: expos

Importance Rank: 53/100

Expected Attendance: 1,460 people

Event ID: DXL4C74mojyKjuy278

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 584 across all properties

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