

# Rum N Ribs QLD RUM DAY 2025

DATE: Friday, October 24, 2025  
LOCATION: Svensson Heights, Queensland, AU

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## Event Description

Rum N Ribs QLD RUM DAY 2025 is a premier festivals event in Svensson Heights. 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:** 41/100

**Expected Attendance:** 368 people

**Event ID:** 9vByXWBEuP8qDxTQ5U

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 147 across all properties

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

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Document generated on 6/4/2026, 6:31:01 AM