

Shinju Matsuri Opening Ball by Dahlia Designs

DATE: Saturday, August 23, 2025
LOCATION: Cable Beach, Western Australia, AU

Event Description

Shinju Matsuri Opening Ball by Dahlia Designs is a premier festivals event in Cable Beach. 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: 35/100

Expected Attendance: 179 people

Event ID: Fh8BnzwShQ3c9bwDKu

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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