

Smimac Food Services Heat & Hustle Burnout Comp

DATE: Saturday, February 7, 2026
LOCATION: Stuart, Northern Territory, AU

Event Description

Smimac Food Services Heat & Hustle Burnout Comp is a premier sports event in Stuart. 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: DDJ3jQ7a4MG6QCMQUd

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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