

# SOLD OUT Brit Fest (from the UK) - Gold Coast

DATE: Friday, October 3, 2025  
LOCATION: Mermaid Waters, Queensland, AU

## Event Description

SOLD OUT Brit Fest (from the UK) - Gold Coast is a premier festivals event in Mermaid Waters. 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:** 43/100

**Expected Attendance:** 466 people

**Event ID:** 65jrRrpcCAx8iHADt7

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 186 across all properties

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