

Sri Lanka Day - Food and Multicultural Festival

DATE: Saturday, August 30, 2025
LOCATION: Seventeen Mile Rocks, Queensland, AU

Event Description

Sri Lanka Day - Food and Multicultural Festival is a premier festivals event in Seventeen Mile Rocks. 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: 42/100

Expected Attendance: 414 people

Event ID: 4sjh9gUx8Rrag9e3AQ

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 166 across all properties

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