

Storyfest South West Prologue Party

DATE: Sunday, August 31, 2025
LOCATION: Saint George, Queensland, AU

Event Description

Storyfest South West Prologue Party is a premier festivals event in Saint George. 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: 54/100

Expected Attendance: 1,503 people

Event ID: 7jAQnC7prYpee3Lu2H

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 601 across all properties

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