

# SUKA NA VULI - Fiji Day

DATE: Saturday, October 11, 2025  
LOCATION: Cairns City, Queensland, AU

## Event Description

SUKA NA VULI - Fiji Day is a premier festivals event in Cairns City. 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:** 467 people

**Event ID:** Ars8B3wKHrSvHpUy59

## 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:** 187 across all properties

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