

TAS Goes M.A.D (Music, Art & Drama Festival)

DATE: Friday, September 12, 2025
LOCATION: White Rock, Queensland, AU

Event Description

TAS Goes M.A.D (Music, Art & Drama Festival) is a premier expos event in White Rock. 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: expos

Importance Rank: 60/100

Expected Attendance: 3,084 people

Event ID: FXpfithn8kuY3FyDtm

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,234 across all properties

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