

# Technicolour Multicultural Festival 2025

## \*Family-Friendly\* \*FREE ENTRY\*

DATE: Friday, August 29, 2025  
LOCATION: Newmarket, Queensland, AU

### Event Description

Technicolour Multicultural Festival 2025 \*Family-Friendly\* \*FREE ENTRY\* is a premier festivals event in Newmarket. 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:** 45/100

**Expected Attendance:** 559 people

**Event ID:** FUHqd22F8ivKrtDfx8

### Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 224 across all properties

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