

# Terella Brewing x THRIFTER Thrift Fest Pop Up Market

DATE: Friday, October 17, 2025  
LOCATION: North Arm, Queensland, AU

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## Event Description

Terella Brewing x THRIFTER Thrift Fest Pop Up Market is a premier festivals event in North Arm. 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:** 52/100  
**Expected Attendance:** 1,322 people  
**Event ID:** E65PSiPegVouLjLJUM

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 529 across all properties

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

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