

Thirsty Merc in South Townsville

DATE: Thursday, October 30, 2025
LOCATION: Townsville City, Queensland, AU

Event Description

Thirsty Merc in South Townsville is a premier concerts event in Townsville 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: concerts

Importance Rank: 32/100

Expected Attendance: 125 people

Event ID: FEeZoz59y7aedLMdj

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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

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