

Trick or Treat Trail & Halloween Circus

DATE: Friday, October 24, 2025
LOCATION: Saint Marys, New South Wales, AU

Event Description

Trick or Treat Trail & Halloween Circus is a premier festivals event in Saint Marys. 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: 35/100

Expected Attendance: 184 people

Event ID: a2AvEgme9wE9AKz7Q9

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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