

TROPICAL SONGFEST with Brian Martin & Imogen Wolf

DATE: Thursday, August 21, 2025
LOCATION: Machans Beach, Queensland, AU

Event Description

TROPICAL SONGFEST with Brian Martin & Imogen Wolf is a premier festivals event in Machans Beach. 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: 39/100

Expected Attendance: 288 people

Event ID: 8CKM9HaxZ9vAcKWG5K

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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