

Uada and The Holy Dimes

DATE: Thursday, September 18, 2025
LOCATION: Alice Springs, Northern Territory, AU

Event Description

Uada and The Holy Dimes is a premier festivals event in Alice Springs. 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: 60/100

Expected Attendance: 3,144 people

Event ID: AMJxkLi6wWruGGHGM3

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,258 across all properties

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