

? 2025 New Yam "Iwa Ji / Iri Ji" Festival in South Australia ?

DATE: Saturday, October 4, 2025
LOCATION: Goodwood, South Australia, AU

Event Description

? 2025 New Yam "Iwa Ji / Iri Ji" Festival in South Australia ? is a premier expos event in Goodwood. 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: expos

Importance Rank: 60/100

Expected Attendance: 3,180 people

Event ID: 5ysXxb4ZhYmHaHXiDv

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: 1,272 across all properties

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