

# ? Potiche | Wok the Duck | Winter Blues Market?

DATE: Saturday, August 16, 2025  
LOCATION: Mount Barker, South Australia, AU

---

## Event Description

? Potiche | Wok the Duck | Winter Blues Market? is a premier performing-arts event in Mount Barker. 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:** performing-arts  
**Importance Rank:** 50/100  
**Expected Attendance:** 10,000 people  
**Event ID:** 6JCTtVqkRaoKq2dk4S

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/-potiche-wok-the-duck-winter-blues-market>

Document generated on 6/4/2026, 12:56:24 PM