

2025 St Arnaud Agricultural Show

DATE: Friday, October 3, 2025
LOCATION: Saint Arnaud, Victoria, AU

Event Description

2025 St Arnaud Agricultural Show is a premier festivals event in Saint Arnaud. 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: 42/100

Expected Attendance: 410 people

Event ID: HmbQAgzzM8aorB8CyB

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 164 across all properties

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