

Araluen Tulip Festival

DATE: Friday, August 29, 2025
LOCATION: Roleystone, Western Australia, AU

Event Description

Araluen Tulip Festival is a premier festivals event in Roleystone. 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: 51/100

Expected Attendance: 1,061 people

Event ID: EdUedk8Dn7vCbNkm79

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 424 across all properties

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