

Art among the Barrels: Roe Gartelmann & Lynn Chamberlain at Kay Brothers Winery

DATE: Friday, August 29, 2025
LOCATION: McLaren Vale, South Australia, AU

Event Description

Art among the Barrels: Roe Gartelmann & Lynn Chamberlain at Kay Brothers Winery is a premier expos event in McLaren Vale. 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: 44/100

Expected Attendance: 528 people

Event ID: 8K4HZv6rmTswnHgfCX

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 211 across all properties

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