

ART.WINE.FOOD painting 'Wild Australian Natives'

DATE: Saturday, August 16, 2025
LOCATION: McLaren Vale, South Australia, AU

Event Description

ART.WINE.FOOD painting 'Wild Australian Natives' is a premier community 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: Dhqjh4FGtngXm64Ua8

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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