

Bathukamma (Festival of Flowers) Celebration

DATE: Sunday, September 21, 2025
LOCATION: Adelaide, South Australia, AU

Event Description

Bathukamma (Festival of Flowers) Celebration is a premier festivals event in Adelaide. 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: 48/100

Expected Attendance: 771 people

Event ID: 4pXJZxQDEjYK9AvC93

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 308 across all properties

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