

Beauty Scoop@ The Riverland Rose Festival Market Day

DATE: Friday, October 10, 2025
LOCATION: Renmark, South Australia, AU

Event Description

Beauty Scoop@ The Riverland Rose Festival Market Day is a premier festivals event in Renmark. 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: 45/100

Expected Attendance: 539 people

Event ID: FF4oeb7kC3e4gMdHJf

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 216 across all properties

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