

Bee Safari: A Sweet Adventure at B Farm

DATE: Friday, September 19, 2025
LOCATION: Bobs Farm, New South Wales, AU

Event Description

Bee Safari: A Sweet Adventure at B Farm is a premier festivals event in Bobs Farm. 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: 533 people

Event ID: 8c3ubb3PPxrJXEdj2L

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: 213 across all properties

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