

Benjamin Grosvenor

DATE: Saturday, October 11, 2025
LOCATION: Mount Barker Summit, South Australia, AU

Event Description

Benjamin Grosvenor is a premier expos event in Mount Barker Summit. 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: 56/100

Expected Attendance: 1,885 people

Event ID: EwhkrVfvQExG6G56Hg

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 754 across all properties

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