

Blue lake Oktoberfest

DATE: Friday, October 17, 2025
LOCATION: Mount Gambier, South Australia, AU

Event Description

Blue lake Oktoberfest is a premier festivals event in Mount Gambier. 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: 56/100

Expected Attendance: 2,063 people

Event ID: Fhy2sdtpDShxwmT6to

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: 825 across all properties

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