

Boekeman Machinery | Case IH Bike it to Ballidu Gravel

DATE: Saturday, September 27, 2025
LOCATION: Ballidu, Western Australia, AU

Event Description

Boekeman Machinery | Case IH Bike it to Ballidu Gravel is a premier sports event in Ballidu. 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: sports
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: GNnqjd27K6GuYvfTbU

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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