

# Bogong to Hotham

DATE: Friday, January 16, 2026  
LOCATION: Tawonga, Victoria, AU

## Event Description

Bogong to Hotham is a premier sports event in Tawonga. 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:** 31/100

**Expected Attendance:** 112 people

**Event ID:** 8oqqa4vReZxdfB6NPm

## 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:** 45 across all properties

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