

# BRC Interschool Equestrian Championship

DATE: Friday, October 3, 2025  
LOCATION: Berry, New South Wales, AU

## Event Description

BRC Interschool Equestrian Championship is a premier sports event in Berry. 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:** 8H9UJSb5jUW42Ru9Yh

## 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.*