

Broken River Potters Ceramic Sale

DATE: Wednesday, November 5, 2025

LOCATION: Benalla, Victoria, AU

Event Description

Broken River Potters Ceramic Sale is a premier festivals event in Benalla. 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: 55/100

Expected Attendance: 1,787 people

Event ID: Fc3uy7DecRRe63ojw4

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 715 across all properties

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