

# BSR Automotive RALLY SHOW

DATE: Friday, August 22, 2025

LOCATION: Sale, Victoria, AU

## Event Description

BSR Automotive RALLY SHOW is a premier community event in Sale. 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:** community

**Importance Rank:** 26/100

**Expected Attendance:** 65 people

**Event ID:** 67m7V7jSWeG327DgY3

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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