

Budjerah

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

Event Description

Budjerah is a premier festivals event in Cowra. 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: 50/100

Expected Attendance: 1,013 people

Event ID: 6QfjU3ZS3Lh4xRFtmq

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 405 across all properties

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