

Busselton Bluesfest Bands of the South West Blues Club

DATE: Friday, October 24, 2025
LOCATION: Broadwater, Western Australia, AU

Event Description

Busselton Bluesfest Bands of the South West Blues Club is a premier festivals event in Broadwater. 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: 48/100
Expected Attendance: 790 people
Event ID: 3k8KNUTiF86WkMXJAB

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 316 across all properties

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