CBD Masterplan Information Session

DATE: Thursday, October 2, 2025
LOCATION: Mount Barker, South Australia, AU

Event Description

CBD Masterplan Information Session is a premier sports event in Mount Barker. 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: DHANaX7nTKs3gQJkWr

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.