

# Château Tanunda Barossa Marathon Festival

DATE: Saturday, August 23, 2025  
LOCATION: Tanunda, South Australia, AU

## Event Description

Château Tanunda Barossa Marathon Festival is a premier sports event in Tanunda. 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:** 64/100

**Expected Attendance:** 4,999 people

**Event ID:** 3oWveCsiUKHZKKC8Zm

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,000 across all properties

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