

Don Morrison Live at Semaphore Hotel – Semaphore Music Festival

DATE: Saturday, October 4, 2025
LOCATION: Semaphore, South Australia, AU

Event Description

Don Morrison Live at Semaphore Hotel – Semaphore Music Festival is a premier festivals event in Semaphore. 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: 54/100
Expected Attendance: 1,513 people
Event ID: FGGerpBTGwqhtRFhQz

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 605 across all properties

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