

# Evening Shopping at Unique State: Christmas!

DATE: Thursday, November 6, 2025  
LOCATION: Wagga Wagga, New South Wales, AU

## Event Description

Evening Shopping at Unique State: Christmas! is a premier festivals event in Wagga Wagga. 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:** 34/100

**Expected Attendance:** 153 people

**Event ID:** EFYnavxSiaTFh3TD8G

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 61 across all properties

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