

Fish Wise Festival – Valley Lake, SA

DATE: Saturday, October 18, 2025
LOCATION: Mount Gambier, South Australia, AU

Event Description

Fish Wise Festival – Valley Lake, SA is a premier festivals event in Mount Gambier. 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: 47/100

Expected Attendance: 693 people

Event ID: 4bpBKcZPP2wzLsxMer

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 277 across all properties

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