

Flavours Of The Upper Gascoyne

DATE: Saturday, August 23, 2025

LOCATION: Gascoyne Junction, Western Australia, AU

Event Description

Flavours Of The Upper Gascoyne is a premier festivals event in Gascoyne Junction. 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: 44/100

Expected Attendance: 498 people

Event ID: GEBsq7zybGkEdAb6u

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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