

# Fleurieu Food Festival: Fire + Spice

DATE: Friday, August 22, 2025  
LOCATION: Willunga, South Australia, AU

## Event Description

Fleurieu Food Festival: Fire + Spice is a premier festivals event in Willunga. 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:** 38/100

**Expected Attendance:** 245 people

**Event ID:** 6uSg6RLYUgEX2yz5j4

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 98 across all properties

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