

Fleurieu Food Festival: Gemtree Wine & Baked Camembert For Two

DATE: Thursday, August 21, 2025
LOCATION: McLaren Flat, South Australia, AU

Event Description

Fleurieu Food Festival: Gemtree Wine & Baked Camembert For Two is a premier festivals event in McLaren Flat. 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: 39/100

Expected Attendance: 293 people

Event ID: dhJsTbfzqc7F7fo72q

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 117 across all properties

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