

Fleurieu Food Festival: Steak Masterclass with Dinner (Chapel Hill)

DATE: Saturday, August 30, 2025
LOCATION: McLaren Vale, South Australia, AU

Event Description

Fleurieu Food Festival: Steak Masterclass with Dinner (Chapel Hill) is a premier festivals event in McLaren Vale. 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: 35/100

Expected Attendance: 183 people

Event ID: HJ7Hx9qdF3dfyuj8TR

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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