

# Flow Fest at L50K

DATE: Friday, October 10, 2025  
LOCATION: McLaren Vale, South Australia, AU

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## Event Description

Flow Fest at L50K 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:** 49/100

**Expected Attendance:** 933 people

**Event ID:** 3q5uyMUJ276HSd8ffx

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 373 across all properties

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

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