

Girl Date: Cherry Blossom Festival & Girls Picnic

DATE: Friday, August 22, 2025
LOCATION: Auburn, New South Wales, AU

Event Description

Girl Date: Cherry Blossom Festival & Girls Picnic is a premier festivals event in Auburn. 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: 251 people

Event ID: 93P3vp6H2tAPbvprtS

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: 100 across all properties

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