

Grape, Grain & Graze Festival

DATE: Friday, September 19, 2025

LOCATION: Sydney Olympic Park, New South Wales, AU

Event Description

Grape, Grain & Graze Festival is a premier festivals event in Sydney Olympic Park. 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: 53/100

Expected Attendance: 1,408 people

Event ID: 6EehEoF9936aaSv4VZ

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 563 across all properties

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