

Heysen 105

DATE: Friday, October 24, 2025
LOCATION: Encounter Bay, South Australia, AU

Event Description

Heysen 105 is a premier sports event in Encounter Bay. 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: sports

Importance Rank: 50/100

Expected Attendance: 999 people

Event ID: 4KyDMxLgZEDu9P33TZ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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