

# Hume and Hovell Ultra

DATE: Friday, October 10, 2025  
LOCATION: Tumbarumba, New South Wales, AU

## Event Description

Hume and Hovell Ultra is a premier sports event in Tumbarumba. 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:** 29/100

**Expected Attendance:** 91 people

**Event ID:** DgJH2h9JbDbKqWdoBv

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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