

# Jimmy Barnes in Tanunda

DATE: Friday, January 30, 2026  
LOCATION: Gawler, South Australia, AU

## Event Description

Jimmy Barnes in Tanunda is a premier community event in Gawler. 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:** community

**Importance Rank:** 21/100

**Expected Attendance:** 34 people

**Event ID:** GthCameExS6rGhznZb

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 14 across all properties

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