

Kilcunda Half Marathon and George Bass 16 km Coastal

DATE: Saturday, January 31, 2026
LOCATION: Kilcunda, Victoria, AU

Event Description

Kilcunda Half Marathon and George Bass 16 km Coastal is a premier sports event in Kilcunda. 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: 34/100

Expected Attendance: 156 people

Event ID: 9FCH7WLajxg2Dui5rZ

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 62 across all properties

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