

Lake Mac Open Studios

DATE: Friday, October 31, 2025
LOCATION: Warners Bay, New South Wales, AU

Event Description

Lake Mac Open Studios is a premier festivals event in Warners 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: festivals

Importance Rank: 57/100

Expected Attendance: 2,206 people

Event ID: 94FRgLZ96iQPULcCLj

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 882 across all properties

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