

Margaret River Weekend of Music

DATE: Thursday, November 6, 2025
LOCATION: Margaret River, Western Australia, AU

Event Description

Margaret River Weekend of Music is a premier festivals event in Margaret River. 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: 2,340 people

Event ID: 9SvF46EivxJcv5dpNn

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: 936 across all properties

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