

Max Adventure Race - Blue Mountains

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

Event Description

Max Adventure Race - Blue Mountains is a premier sports event in Mulgoa. 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: 32/100

Expected Attendance: 128 people

Event ID: FyKMXU64Q4FKJNWoTh

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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