

Mercer Wines Sip & Shuck

DATE: Friday, September 19, 2025
LOCATION: Pokolbin, New South Wales, AU

Event Description

Mercer Wines Sip & Shuck is a premier festivals event in Pokolbin. 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: 41/100

Expected Attendance: 365 people

Event ID: 3vgsjz8jkFNy5G84PC

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 146 across all properties

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