

Mildura Country Music Festival - Honky Tonk Showdown in Mildura City Heart

DATE: Friday, September 19, 2025
LOCATION: Mildura, Victoria, AU

Event Description

Mildura Country Music Festival - Honky Tonk Showdown in Mildura City Heart is a premier festivals event in Mildura. 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: 53/100

Expected Attendance: 1,340 people

Event ID: DxswD8PKVfHg7iu2qS

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 536 across all properties

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