

Mildura Wentworth Country Music Festival - Country on the Darling

DATE: Friday, September 12, 2025
LOCATION: Wentworth, New South Wales, AU

Event Description

Mildura Wentworth Country Music Festival - Country on the Darling is a premier festivals event in Wentworth. 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: 55/100
Expected Attendance: 1,857 people
Event ID: 3rV2pYpoGBH6P8dZcn

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 743 across all properties

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