

# Mildura Wentworth Country Music Festival - Mario's Sports Bar

DATE: Thursday, September 18, 2025  
LOCATION: Mildura, Victoria, AU

## Event Description

Mildura Wentworth Country Music Festival - Mario's Sports Bar 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:** 35/100

**Expected Attendance:** 182 people

**Event ID:** hAyjydkAqEDQHModJY

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 73 across all properties

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