

# MIX 102.3 Giant Wheel 2025/26

DATE: Friday, October 31, 2025  
LOCATION: Glenelg, South Australia, AU

---

## Event Description

MIX 102.3 Giant Wheel 2025/26 is a premier festivals event in Glenelg. 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:** 44/100

**Expected Attendance:** 513 people

**Event ID:** FswpQGPY4YVzSF4iNJ

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 205 across all properties

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

---