

# Monthly Movie "Everybody's Oma" - Dementia Awareness (Gumeracha)

DATE: Tuesday, September 9, 2025  
LOCATION: Gumeracha, South Australia, AU

## Event Description

Monthly Movie "Everybody's Oma" - Dementia Awareness (Gumeracha) is a premier performing-arts event in Gumeracha. 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:** performing-arts

**Importance Rank:** 29/100

**Expected Attendance:** 91 people

**Event ID:** 7fD2qwroNhZah4p4xz

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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