

MURRAY BRIDGE - Cruising with The Grandparents Club

DATE: Saturday, August 16, 2025
LOCATION: Murray Bridge, South Australia, AU

Event Description

MURRAY BRIDGE - Cruising with The Grandparents Club is a premier performing-arts event in Murray Bridge. 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: 32/100
Expected Attendance: 125 people
Event ID: Gn4Fo7QCxR5S4s6wSE

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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