

Murray Bridge Marathon Festival

DATE: Saturday, October 25, 2025
LOCATION: Murray Bridge, South Australia, AU

Event Description

Murray Bridge Marathon Festival is a premier sports 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: sports

Importance Rank: 31/100

Expected Attendance: 116 people

Event ID: 6iGrSF4XnqUppZJ2ef

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/murray-bridge-marathon-festival>

Document generated on 6/4/2026, 3:05:21 AM