On The Road - Coonawarra

DATE: Friday, October 3, 2025
LOCATION: Coonawarra, South Australia, AU

Event Description

On The Road - Coonawarra is a premier festivals event in Coonawarra. 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: 45/100
Expected Attendance: 566 people
Event ID: 32adfC3XwLQTubK8ak

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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