

Sadie Mustoe Father's Day - The Barwon Club, Geelong

DATE: Saturday, September 6, 2025
LOCATION: South Geelong, Victoria, AU

Event Description

Sadie Mustoe Father's Day - The Barwon Club, Geelong is a premier festivals event in South Geelong. 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: 41/100
Expected Attendance: 348 people
Event ID: EpGEnHVevNs4b5y5hL

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 139 across all properties

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