

Salt Fest | Family Fun Day - Under-the-Sea

DATE: Friday, October 24, 2025
LOCATION: Wollongong, New South Wales, AU

Event Description

Salt Fest | Family Fun Day - Under-the-Sea is a premier festivals event in Wollongong. 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: 52/100

Expected Attendance: 1,300 people

Event ID: 5h83bXh5mdxYWEHriy

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 520 across all properties

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