

# Saltbush Country | Mount Gambier

DATE: Monday, January 19, 2026  
LOCATION: Mount Gambier, South Australia, AU

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## Event Description

Saltbush Country | Mount Gambier is a premier expos event in Mount Gambier. 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:** expos

**Importance Rank:** 65/100

**Expected Attendance:** 5,572 people

**Event ID:** 6En8sCheaYknFsQ6TK

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,229 across all properties

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

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