

# Scarecrows & Souvenirs

DATE: Friday, August 29, 2025  
LOCATION: Thirroul, New South Wales, AU

---

## Event Description

Scarecrows & Souvenirs is a premier performing-arts event in Thirroul. 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:** performing-arts  
**Importance Rank:** 44/100  
**Expected Attendance:** 513 people  
**Event ID:** 4pzn2PvAvYvALo2Y6w

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 205 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/scarecrows-souvenirs>

Document generated on 6/3/2026, 11:11:41 PM