

Scott Cook and Liz Frencham in Moruya!

DATE: Tuesday, October 14, 2025
LOCATION: Moruya, New South Wales, AU

Event Description

Scott Cook and Liz Frencham in Moruya! is a premier festivals event in Moruya. 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: 37/100

Expected Attendance: 223 people

Event ID: 5VbEkbhxKy3BGLHmb9

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 89 across all properties

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