

Second Star: A Lullaby Anniversary

DATE: Sunday, August 24, 2025
LOCATION: Edithburgh, South Australia, AU

Event Description

Second Star: A Lullaby Anniversary is a premier performing-arts event in Edithburgh. 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: 31/100
Expected Attendance: 106 people
Event ID: DUnbUCbo5jVRd6gema

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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