

SJR & SFOA Family Outdoor Movie Night

DATE: Saturday, August 23, 2025
LOCATION: Renmark, South Australia, AU

Event Description

SJR & SFOA Family Outdoor Movie Night is a premier performing-arts event in Renmark. 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: 37/100
Expected Attendance: 214 people
Event ID: 5zoWrQreNLAfcef9xq

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: 86 across all properties

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