

South West Dark Beer Fest

DATE: Friday, September 5, 2025
LOCATION: Cowaramup, Western Australia, AU

Event Description

South West Dark Beer Fest is a premier festivals event in Cowaramup. 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: 40/100

Expected Attendance: 317 people

Event ID: HVc4h6kzFt47mum7xc

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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