

Spring Music Festival

DATE: Wednesday, August 27, 2025
LOCATION: Corowa, New South Wales, AU

Event Description

Spring Music Festival is a premier festivals event in Corowa. 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: 50/100

Expected Attendance: 953 people

Event ID: 3kgrVp8UcSWGyoTHyH

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 381 across all properties

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