

Summer Sundays at Beach Road Wines

DATE: Saturday, February 7, 2026
LOCATION: McLaren Vale, South Australia, AU

Event Description

Summer Sundays at Beach Road Wines is a premier performing-arts event in McLaren Vale. 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: 40/100
Expected Attendance: 324 people
Event ID: HECMu7jo4SUjoMpGpg

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: 130 across all properties

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

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