

SummerVines Festival

DATE: Thursday, January 15, 2026
LOCATION: McLaren Vale, South Australia, AU

Event Description

SummerVines Festival is a premier festivals 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: festivals

Importance Rank: 61/100

Expected Attendance: 3,432 people

Event ID: 5ZKZ6gGxsb95apJnyP

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,373 across all properties

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