

# Taste Exploration - Wine and Chocolate

DATE: Friday, January 16, 2026  
LOCATION: Gunns Plains, Tasmania, AU

---

## Event Description

Taste Exploration - Wine and Chocolate is a premier community event in Gunns Plains. 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:** community  
**Importance Rank:** 22/100  
**Expected Attendance:** 41 people  
**Event ID:** BUnV9hJHBXrG2ynCGs

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 16 across all properties

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

---