

Tell Mama: The Music of Etta James (The RIVER - Margaret River)

DATE: Saturday, September 6, 2025
LOCATION: Margaret River, Western Australia, AU

Event Description

Tell Mama: The Music of Etta James (The RIVER - Margaret River) is a premier concerts event in Margaret River. 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: concerts

Importance Rank: 31/100

Expected Attendance: 111 people

Event ID: 5nmw7nXnhojGCQ4TYy

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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