

The 11th Edinburgh Cellars Grenache Cup!

DATE: Friday, September 19, 2025
LOCATION: Mitcham, South Australia, AU

Event Description

The 11th Edinburgh Cellars Grenache Cup! is a premier festivals event in Mitcham. 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: 36/100

Expected Attendance: 189 people

Event ID: AkjtNeZLXF8spxJw7o

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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