

The Big! YANK art exhibition (SALA Festival 2025)

DATE: Friday, August 15, 2025
LOCATION: Yankalilla, South Australia, AU

Event Description

The Big! YANK art exhibition (SALA Festival 2025) is a premier expos event in Yankalilla. 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: expos

Importance Rank: 62/100

Expected Attendance: 4,093 people

Event ID: 8uyLqBH7HYPn4apsrs

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,637 across all properties

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