

# The Wombats, Bea and her Business, and Ra Ra Viper

DATE: Sunday, September 21, 2025  
LOCATION: Hindmarsh, South Australia, AU

## Event Description

The Wombats, Bea and her Business, and Ra Ra Viper is a premier concerts event in Hindmarsh. 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:** 57/100

**Expected Attendance:** 2,349 people

**Event ID:** BEvGK5nwCfLsHRN7cF

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 940 across all properties

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