

Thredbo Blues Festival

DATE: Thursday, January 15, 2026
LOCATION: Thredbo, New South Wales, AU

Event Description

Thredbo Blues Festival is a premier festivals event in Thredbo. 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: 63/100

Expected Attendance: 4,365 people

Event ID: GXyxrNKGv8EuACj82U

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,746 across all properties

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