

Understanding Changes in Behaviour - Mount Gambier - SA

DATE: Tuesday, August 19, 2025
LOCATION: Mount Gambier, South Australia, AU

Event Description

Understanding Changes in Behaviour - Mount Gambier - SA is a premier conferences event in Mount Gambier. 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: conferences

Importance Rank: 32/100

Expected Attendance: 122 people

Event ID: AiPQZAMV77HF8tPTwn

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 49 across all properties

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