

Walking the Seasons with Uncle Dougie

DATE: Friday, August 22, 2025
LOCATION: Mount Gambier, South Australia, AU

Event Description

Walking the Seasons with Uncle Dougie is a premier expos 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: expos

Importance Rank: 43/100

Expected Attendance: 422 people

Event ID: E7t7HFN5FUjDx3Qcs9

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 169 across all properties

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