

Watsons Bay Spring Market

DATE: Saturday, September 20, 2025
LOCATION: Watsons Bay, New South Wales, AU

Event Description

Watsons Bay Spring Market is a premier festivals event in Watsons Bay. 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: 42/100

Expected Attendance: 382 people

Event ID: DtjPV36Q84HiqVAeKV

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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

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