

Wintertime at Summertown Studio

DATE: Friday, September 12, 2025
LOCATION: Somerton Park, South Australia, AU

Event Description

Wintertime at Summertown Studio is a premier performing-arts event in Somerton Park. 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: performing-arts

Importance Rank: 29/100

Expected Attendance: 85 people

Event ID: HRrAt3YdkqmMVva4h9

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 34 across all properties

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