Wirrina Bluegrass & Acoustic Roots Festival

DATE: Thursday, November 20, 2025
LOCATION: Wirrina Cove, South Australia, AU

Event Description

Wirrina Bluegrass & Acoustic Roots Festival is a premier festivals event in Wirrina Cove. 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: 64/100
Expected Attendance: 4,953 people
Event ID: 6uHvf7hBQMnEyKMjcJ

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: 1,981 across all properties

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