

# Wundowie Iron Festival and Billy Cart Races

DATE: Friday, September 19, 2025  
LOCATION: Midvale, Western Australia, AU

## Event Description

Wundowie Iron Festival and Billy Cart Races is a premier festivals event in Midvale. 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:** 35/100

**Expected Attendance:** 184 people

**Event ID:** Ewd56C4kNqLisqayde

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 74 across all properties

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