

'%oM“™B 'i/“â -“ù 'IA'%o> -yg-©I “R .”Ù9'©

DATE: Wednesday, October 22, 2025
LOCATION: Brunswick East, Victoria, AU

Event Description

'%oM“™B 'i/“â 'Ù?•)\$” (“à -yg-©I “P 'éM“™*)” “à (Melbourne 22nd OCT 2025) is a premier festivals event in B 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: 40/100

Expected Attendance: 299 people

Event ID: Hy3MKsNbFurnAJFNHS

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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