

2024 Geelong International Elvis Festival

DATE: Friday, November 7, 2025
LOCATION: North Geelong, Victoria, AU

Event Description

2024 Geelong International Elvis Festival is a premier festivals event in North Geelong. 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: 44/100

Expected Attendance: 521 people

Event ID: 9nuvqF37Xoa7N4bAKd

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 208 across all properties

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