

2025 Dookie Grains and Mixed Farming Research Field Day

DATE: Tuesday, October 7, 2025
LOCATION: Dookie College, Victoria, AU

Event Description

2025 Dookie Grains and Mixed Farming Research Field Day is a premier expos event in Dookie College. 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: expos

Importance Rank: 48/100

Expected Attendance: 820 people

Event ID: EZT4m9JpvL2Dn7PGBa

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 328 across all properties

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