

# 2025 Seniors Festival Concert: Elvis & Marilyn Tribute Show

DATE: Tuesday, October 14, 2025  
LOCATION: Shepparton, Victoria, AU

## Event Description

2025 Seniors Festival Concert: Elvis & Marilyn Tribute Show is a premier festivals event in Shepparton. 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:** 49/100

**Expected Attendance:** 920 people

**Event ID:** 3ejtJYwaZQA75prRoN

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 368 across all properties

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