

Adventure Park's Christmas Festival of Lights

DATE: Friday, November 28, 2025
LOCATION: Wallington, Victoria, AU

Event Description

Adventure Park's Christmas Festival of Lights is a premier festivals event in Wallington. 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: 60/100

Expected Attendance: 3,058 people

Event ID: 7Sd5Kp93jVnY5p5v2o

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,223 across all properties

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