

# Alexandra Heritage Machinery Festival

DATE: Friday, October 3, 2025  
LOCATION: Alexandra, Victoria, AU

## Event Description

Alexandra Heritage Machinery Festival is a premier festivals event in Alexandra. 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:** 58/100

**Expected Attendance:** 2,497 people

**Event ID:** B9G2RQKpFpzmHTtQkR

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 999 across all properties

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