

Annual Parish Festival for the Dormition of Our Lady Theotokos

DATE: Saturday, August 16, 2025
LOCATION: Altona North, Victoria, AU

Event Description

Annual Parish Festival for the Dormition of Our Lady Theotokos is a premier festivals event in Altona North. 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: 48/100

Expected Attendance: 791 people

Event ID: HDYx7S3cQLhDjULwrR

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: 316 across all properties

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