

ASHA Global Diwali Mela

DATE: Friday, October 17, 2025
LOCATION: Clyde North, Victoria, AU

Event Description

ASHA Global Diwali Mela is a premier festivals event in Clyde 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: 42/100

Expected Attendance: 383 people

Event ID: EZYrzacE53yoSCU3vT

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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