

# AUDITION FOR "THE LION, THE WITCH, AND THE WARDROBE"

DATE: Tuesday, August 19, 2025  
LOCATION: The Basin, Victoria, AU

## Event Description

AUDITION FOR "THE LION, THE WITCH, AND THE WARDROBE" is a premier performing-arts event in The Basin. 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:** performing-arts

**Importance Rank:** 45/100

**Expected Attendance:** 553 people

**Event ID:** 3SQ63YRUhbXVGkcfdb

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 221 across all properties

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