

Aussie DC - at East Ivanhoe Bowls Club

DATE: Friday, September 12, 2025
LOCATION: Ivanhoe East, Victoria, AU

Event Description

Aussie DC - at East Ivanhoe Bowls Club is a premier concerts event in Ivanhoe East. 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: concerts

Importance Rank: 37/100

Expected Attendance: 218 people

Event ID: 6x3uvSotKMkonNGBK7

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 87 across all properties

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