

Bayford Volkswagen Camberwell at Electrify Boroondara Expo

DATE: Saturday, October 11, 2025
LOCATION: Hawthorn, Victoria, AU

Event Description

Bayford Volkswagen Camberwell at Electrify Boroondara Expo is a premier expos event in Hawthorn. 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: expos

Importance Rank: 61/100

Expected Attendance: 3,352 people

Event ID: 6x6a58MteqoPtVD9NM

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,341 across all properties

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