

# Carer Wellness Program - Parkville - VIC

DATE: Thursday, August 14, 2025

LOCATION: Parkville, Victoria, AU

---

## Event Description

Carer Wellness Program - Parkville - VIC is a premier conferences event in Parkville. 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:** conferences

**Importance Rank:** 39/100

**Expected Attendance:** 273 people

**Event ID:** Esp2SqDRXk5kB4Hoos

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 109 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/carer-wellness-program-parkville-vic>

Document generated on 6/4/2026, 3:50:21 AM