

Cherry Picking at CherryHill Orchards - Wandin East

DATE: Wednesday, November 26, 2025
LOCATION: Wandin East, Victoria, AU

Event Description

Cherry Picking at CherryHill Orchards - Wandin East is a premier festivals event in Wandin 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: festivals

Importance Rank: 59/100

Expected Attendance: 2,932 people

Event ID: uXaTumZBPoDHo7vjBp

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,173 across all properties

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