

# Dance Factory Term 3 Performance

DATE: Wednesday, September 17, 2025  
LOCATION: Richmond, Victoria, AU

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## Event Description

Dance Factory Term 3 Performance is a premier performing-arts event in Richmond. 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:** 35/100

**Expected Attendance:** 178 people

**Event ID:** eqfGPyyuZCiyxbmYxb

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 71 across all properties

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