

Day of the Dead – A Celebration of Life

DATE: Friday, October 31, 2025
LOCATION: Kensington, New South Wales, AU

Event Description

Day of the Dead – A Celebration of Life is a premier festivals event in Kensington. 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: 47/100

Expected Attendance: 708 people

Event ID: 4Vs225FizZV3z9zmYh

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 283 across all properties

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