

# Diwali Pop-Up: Festive Event & Pre-loved Indian Clothes Sale

DATE: Friday, October 10, 2025  
LOCATION: Pendle Hill, New South Wales, AU

## Event Description

Diwali Pop-Up: Festive Event & Pre-loved Indian Clothes Sale is a premier festivals event in Pendle Hill. 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:** 39/100

**Expected Attendance:** 280 people

**Event ID:** Ed2Qe4E68yccyLYJPK

## 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:** 112 across all properties

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