

Edo Cultural Event "Edo Day 2025"

DATE: Saturday, August 30, 2025
LOCATION: Beckenham, Western Australia, AU

Event Description

Edo Cultural Event "Edo Day 2025" is a premier festivals event in Beckenham. 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: 275 people

Event ID: DvvjNAJZoZamzsKps6

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: 110 across all properties

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