

Electrify your Life!

DATE: Saturday, October 11, 2025

LOCATION: Hawthorn, Victoria, AU

Event Description

Electrify your Life! is a premier expos event in Hawthorn. 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: expos

Importance Rank: 62/100

Expected Attendance: 3,866 people

Event ID: Ap6fy5PuQhVRRXNXEu

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,546 across all properties

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

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<https://becircadian.com/events/electrify-your-life>

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