

# Freeform Festival 2025

DATE: Thursday, October 9, 2025  
LOCATION: Melbourne, Victoria, AU

## Event Description

Freeform Festival 2025 is a premier festivals event in Melbourne. 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:** 41/100

**Expected Attendance:** 370 people

**Event ID:** 5X5Goj7aRkuokyBpsn

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 148 across all properties

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