

Gulf Station Heritage Festival

DATE: Saturday, October 25, 2025
LOCATION: Yarra Glen, Victoria, AU

Event Description

Gulf Station Heritage Festival is a premier festivals event in Yarra Glen. 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: 51/100

Expected Attendance: 1,153 people

Event ID: 8veVjRZLii3G3bycSz

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 461 across all properties

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

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