

# GUTALAX - Australian Smear Campaign - Melbourne

DATE: Wednesday, September 17, 2025  
LOCATION: Collingwood, Victoria, AU

## Event Description

GUTALAX - Australian Smear Campaign - Melbourne is a premier festivals event in Collingwood. 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:** 278 people

**Event ID:** ApLrLLWeThrnacuygr

## 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:** 111 across all properties

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