

Halloween at The Wellard - Nightmare on Chiswick Parade Returns!

DATE: Friday, October 31, 2025
LOCATION: Wellard, Western Australia, AU

Event Description

Halloween at The Wellard - Nightmare on Chiswick Parade Returns! is a premier festivals event in Wellard. 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: 40/100
Expected Attendance: 321 people
Event ID: CyS2KcM8PBfzbg3wi

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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