

HEAVY CONGRESS - YARRA VALLEY

DATE: Friday, October 31, 2025
LOCATION: Coldstream, Victoria, AU

Event Description

HEAVY CONGRESS - YARRA VALLEY is a premier festivals event in Coldstream. 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: 43/100

Expected Attendance: 460 people

Event ID: 7ETMPui92sxeRKwkZv

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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

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