

Here and Now Festival

DATE: Friday, September 12, 2025
LOCATION: Violet Town, Victoria, AU

Event Description

Here and Now Festival is a premier festivals event in Violet Town. 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: 47/100

Expected Attendance: 724 people

Event ID: qDTV6xz5aJYwRTZwS5

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 290 across all properties

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