

# How to Build a Pet-Friendly City

DATE: Wednesday, August 20, 2025

LOCATION: Northcote, Victoria, AU

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## Event Description

How to Build a Pet-Friendly City is a premier community event in Northcote. 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:** community

**Importance Rank:** 32/100

**Expected Attendance:** 121 people

**Event ID:** Egszr7wvQ3dcsjB9TX

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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