

# HRT Girl Summer: Pride Edition

DATE: Saturday, September 20, 2025

LOCATION: Footscray, Victoria, AU

## Event Description

HRT Girl Summer: Pride Edition is a premier performing-arts event in Footscray. 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:** performing-arts

**Importance Rank:** 42/100

**Expected Attendance:** 409 people

**Event ID:** 8dC86LKrxFQGRxk9s2

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 164 across all properties

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