# Jashn-e-Roshni : Melbourne’s Grand Bollywood Diwali Night

DATE: Saturday, October 11, 2025
LOCATION: Melbourne, Victoria, AU

## Event Description

Jashn-e-Roshni : Melbourne’s Grand Bollywood Diwali Night is a premier festivals event in Melbourne. 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:** 41/100
**Expected Attendance:** 359 people
**Event ID:** 3aPYv6HvYeCFqRECEu

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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