

KI/KI - 5 HOURS AUS - Naarm / Melbourne

DATE: Thursday, September 25, 2025
LOCATION: West Footscray, Victoria, AU

Event Description

KI/KI - 5 HOURS AUS - Naarm / Melbourne is a premier festivals event in West 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: festivals

Importance Rank: 58/100

Expected Attendance: 2,637 people

Event ID: SCJbHWmRi2UoxeSqoc

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,055 across all properties

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

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