

La Trobe Bendigo Diwal Pop Up Celebration - Live Music, Food, Henna

DATE: Monday, October 20, 2025
LOCATION: Flora Hill, Victoria, AU

Event Description

La Trobe Bendigo Diwal Pop Up Celebration - Live Music, Food, Henna is a premier festivals event in Flora Hill. 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: 36/100

Expected Attendance: 199 people

Event ID: qnTn7PySTWdh47Z5Pf

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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