

# Lake Moon Festival

DATE: Friday, October 3, 2025  
LOCATION: Parkes, Australian Capital Territory, AU

## Event Description

Lake Moon Festival is a premier festivals event in Parkes. 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:** 52/100

**Expected Attendance:** 1,272 people

**Event ID:** 6WxM4NqRFeqLUyM56t

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 509 across all properties

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