

Live Music Sessions at Yarrowood Estate

DATE: Friday, September 5, 2025
LOCATION: Yarra Glen, Victoria, AU

Event Description

Live Music Sessions at Yarrowood Estate is a premier performing-arts event in Yarra Glen. 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: 40/100
Expected Attendance: 306 people
Event ID: GSev7b3dbdYx5PU3kh

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 122 across all properties

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