

# LOOSEY GOOSE DOES PAWN & CO.

DATE: Thursday, August 14, 2025

LOCATION: Prahran, Victoria, AU

## Event Description

LOOSEY GOOSE DOES PAWN & CO. is a premier community event in Prahran. 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:** community

**Importance Rank:** 32/100

**Expected Attendance:** 126 people

**Event ID:** Aq53MaUW8EZV2HYnfQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 50 across all properties

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