

Mansfield Armchair Cinema Classic Film Festival

DATE: Monday, August 25, 2025
LOCATION: Mansfield, Victoria, AU

Event Description

Mansfield Armchair Cinema Classic Film Festival is a premier festivals event in Mansfield. 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: 51/100
Expected Attendance: 1,140 people
Event ID: 9uSCaS6NSEJwiMSEzZ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 456 across all properties

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