

Mega Trade Event (Card Fest Geelong)

DATE: Saturday, September 27, 2025

LOCATION: Lara, Victoria, AU

Event Description

Mega Trade Event (Card Fest Geelong) is a premier festivals event in Lara. 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: 45/100

Expected Attendance: 594 people

Event ID: AyR4wfo4Hi8EY7fm8G

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 238 across all properties

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