

MELBOURNE GANESH UTSAV 2025 - MULTICULTURAL ARTS AND FOOD FESTIVAL

DATE: Friday, August 29, 2025
LOCATION: Hoppers Crossing, Victoria, AU

Event Description

MELBOURNE GANESH UTSAV 2025 - MULTICULTURAL ARTS AND FOOD FESTIVAL is a premier festivals event in Hoppers Crossing. 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: 44/100

Expected Attendance: 487 people

Event ID: EPwALt9Fd7J25dS8Qk

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 195 across all properties

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

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<https://becircadian.com/events/melbourne-ganesh-utsav-2025-multicultural-arts-and-food-festival>

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