

# Melbourne Moon Festival 2025

DATE: Friday, September 12, 2025

LOCATION: Box Hill, Victoria, AU

## Event Description

Melbourne Moon Festival 2025 is a premier festivals event in Box Hill. 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:** 50/100

**Expected Attendance:** 962 people

**Event ID:** 7b3W4K2pU8q56XW9bL

## 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:** 385 across all properties

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