Midsumma Festival

DATE: Saturday, January 17, 2026
LOCATION: Melbourne, Victoria, AU

Event Description

Midsumma Festival is a premier festivals event in Melbourne. 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: 55/100
Expected Attendance: 1,875 people
Event ID: FnxgBS9ibXK5PavR4p

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 750 across all properties

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