

# Milne & Attiche | Jazz Festival at Lulu's Social

DATE: Saturday, October 18, 2025  
LOCATION: Ascot Vale, Victoria, AU

## Event Description

Milne & Attiche | Jazz Festival at Lulu's Social is a premier festivals event in Ascot Vale. 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:** 36/100

**Expected Attendance:** 191 people

**Event ID:** 9CdSCAwVpkzLpYmN7p

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 76 across all properties

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