

MONTHLY BOOK FAIR

DATE: Friday, October 31, 2025
LOCATION: Kew East, Victoria, AU

Event Description

MONTHLY BOOK FAIR is a premier festivals event in Kew East. 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: 47/100

Expected Attendance: 732 people

Event ID: 44BaY4ZjFcUrjXBF2m

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 293 across all properties

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