

Moorabool celebrates Children's Week

DATE: Tuesday, October 21, 2025
LOCATION: Bacchus Marsh, Victoria, AU

Event Description

Moorabool celebrates Children's Week is a premier festivals event in Bacchus Marsh. 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: 29/100

Expected Attendance: 93 people

Event ID: HUU9p6MAxsthTPXivS

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 37 across all properties

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