

# Mornington Peninsula Italian Festival

DATE: Saturday, November 1, 2025

LOCATION: Rosebud, Victoria, AU

## Event Description

Mornington Peninsula Italian Festival is a premier expos event in Rosebud. 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:** expos

**Importance Rank:** 53/100

**Expected Attendance:** 1,425 people

**Event ID:** QYuJvYHgsWaGK6rM2c

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 570 across all properties

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