

# MSA's One World Festival 2025 ~ Presented by MUISS & MSA POC

DATE: Thursday, October 9, 2025  
LOCATION: Clayton, Victoria, AU

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## Event Description

MSA's One World Festival 2025 ~ Presented by MUISS & MSA POC is a premier festivals event in Clayton. 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:** 41/100

**Expected Attendance:** 360 people

**Event ID:** 3g6wo7ax9MfrbnvGx3

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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

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