

Music at the Marsh

DATE: Friday, August 29, 2025
LOCATION: Deans Marsh, Victoria, AU

Event Description

Music at the Marsh is a premier concerts event in Deans 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: concerts

Importance Rank: 33/100

Expected Attendance: 134 people

Event ID: DhK6H5ZKY6jZn8oxEx

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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