

Out On The Weekend (Williamstown) at Seaworks Maritime Precinct

DATE: Friday, October 10, 2025
LOCATION: Williamstown, Victoria, AU

Event Description

Out On The Weekend (Williamstown) at Seaworks Maritime Precinct is a premier festivals event in Williamstown. 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: 49/100
Expected Attendance: 849 people
Event ID: DJYn6ESvYsCzZd2coL

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 340 across all properties

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