

Overseas Study Presents Dhakaiya Shakrain in Melbourne

DATE: Friday, October 24, 2025
LOCATION: Hoppers Crossing, Victoria, AU

Event Description

Overseas Study Presents Dhakaiya Shakrain in Melbourne is a premier festivals event in Hoppers Crossing. 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: 47/100

Expected Attendance: 677 people

Event ID: ETduCG8ijcAfaYfpfs

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 271 across all properties

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