

Pinot, Picnics & Pickleball at the Green Olive

DATE: Friday, November 21, 2025
LOCATION: Main Ridge, Victoria, AU

Event Description

Pinot, Picnics & Pickleball at the Green Olive is a premier expos event in Main Ridge. 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: 48/100

Expected Attendance: 827 people

Event ID: ED6KfuZSRmMHRtpLYh

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 331 across all properties

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