

POINT COOK CUBAN SALSA, RUEDA & BACHATA DANCE CLASSES

DATE: Sunday, August 17, 2025
LOCATION: Point Cook, Victoria, AU

Event Description

POINT COOK CUBAN SALSA, RUEDA & BACHATA DANCE CLASSES is a premier community event in Point Cook. 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: community

Importance Rank: 22/100

Expected Attendance: 39 people

Event ID: GgormSHgA3DDrnYYeW

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 16 across all properties

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