

# Positive Ageing Festival - Forever Classics - Hits of the 60's

DATE: Saturday, October 11, 2025  
LOCATION: Morwell, Victoria, AU

---

## Event Description

Positive Ageing Festival - Forever Classics - Hits of the 60's is a premier festivals event in Morwell. 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:** 46/100

**Expected Attendance:** 644 people

**Event ID:** CKeMLYtLR3JTQMdiit

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 258 across all properties

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

---