

Rainbow Families & RDV precinct & picnic at Carnival Day in Shepparton | Sat 8 Nov

DATE: Friday, November 7, 2025
LOCATION: Shepparton, Victoria, AU

Event Description

Rainbow Families & RDV precinct & picnic at Carnival Day in Shepparton | Sat 8 Nov is a premier festivals event in Shepparton. 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: 749 people

Event ID: 8LRjjT37vrpQCPm3KL

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: 300 across all properties

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