

# Scarecrow - The Mellencamp Show!

DATE: Saturday, October 18, 2025

LOCATION: Eltham, Victoria, AU

## Event Description

Scarecrow - The Mellencamp Show! is a premier concerts event in Eltham. 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:** concerts

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 3F7oo9J2rZCVT97k6k

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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