

# School Holidays Film Fest: A Minecraft Movie (2025)

DATE: Monday, September 22, 2025  
LOCATION: Benalla, Victoria, AU

## Event Description

School Holidays Film Fest: A Minecraft Movie (2025) is a premier festivals event in Benalla. 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:** 42/100

**Expected Attendance:** 418 people

**Event ID:** Fv6YGrzwFdejxGkcnb

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 167 across all properties

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