

# Secret Stash Festival ~ 20TH Anniversary Edition

DATE: Friday, August 15, 2025  
LOCATION: Red Hill South, Victoria, AU

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## Event Description

Secret Stash Festival ~ 20TH Anniversary Edition is a premier festivals event in Red Hill South. 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:** 56/100

**Expected Attendance:** 2,093 people

**Event ID:** 7ytHxecQE5X39BE3Uo

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 837 across all properties

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

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