

SHAC on TRACK 25

DATE: Friday, October 3, 2025
LOCATION: Smythes Creek, Victoria, AU

Event Description

SHAC on TRACK 25 is a premier expos event in Smythes Creek. 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: expos
Importance Rank: 52/100
Expected Attendance: 1,271 people
Event ID: AoAR2XyKoNU9uh4rdQ

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 508 across all properties

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