

Shepparton Brass and Wind Annual Concert

DATE: Saturday, October 18, 2025
LOCATION: Shepparton, Victoria, AU

Event Description

Shepparton Brass and Wind Annual Concert 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: 52/100

Expected Attendance: 1,217 people

Event ID: F4FaoFm9g9gd2meaVG

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: 487 across all properties

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