

# Skywhales Across Australia: Red Hill launch

DATE: Friday, November 7, 2025  
LOCATION: Red Hill, Victoria, AU

## Event Description

Skywhales Across Australia: Red Hill launch is a premier festivals event in Red Hill. 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:** 38/100

**Expected Attendance:** 256 people

**Event ID:** 79HFaS WOM5JLV8KGCx

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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