

SOUTH BORDER LIVE DOWN UNDER 2025

DATE: Sunday, September 14, 2025
LOCATION: Williamstown, Victoria, AU

Event Description

SOUTH BORDER LIVE DOWN UNDER 2025 is a premier performing-arts event in Williamstown. 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 513 people
Event ID: 4tqDobxFdij2jjRQbc

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 205 across all properties

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