

# SUBTEXT 2025: Photobook Launch & Exhibition

DATE: Thursday, August 21, 2025  
LOCATION: Southbank, Victoria, AU

## Event Description

SUBTEXT 2025: Photobook Launch & Exhibition is a premier festivals event in Southbank. 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:** 244 people

**Event ID:** 3UNPsAGk4wH6EXdW7y

## 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:** 98 across all properties

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