

# Sunshine Lunar New Year Festival 2026

DATE: Saturday, February 7, 2026

LOCATION: Sunshine, Victoria, AU

## Event Description

Sunshine Lunar New Year Festival 2026 is a premier festivals event in Sunshine. 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:** 56/100

**Expected Attendance:** 1,998 people

**Event ID:** mQCD2784PwK8rzh7qb

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 799 across all properties

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