

Super Flu and Wilma

DATE: Friday, November 21, 2025
LOCATION: Collingwood, Victoria, AU

Event Description

Super Flu and Wilma is a premier concerts event in Collingwood. 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: concerts

Importance Rank: 48/100

Expected Attendance: 837 people

Event ID: 6Gmb8q4tYzkHkbUuZu

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 335 across all properties

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