

Swap Meet, Classic Car Show, Family Fun Day

DATE: Saturday, October 4, 2025
LOCATION: New Gisborne, Victoria, AU

Event Description

Swap Meet, Classic Car Show, Family Fun Day is a premier expos event in New Gisborne. 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: expos

Importance Rank: 47/100

Expected Attendance: 717 people

Event ID: 9wDC7q7C9T8fwa3iBn

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 287 across all properties

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