

# Teej Mela Melbourne - Victoria

DATE: Sunday, August 17, 2025  
LOCATION: Springvale, Victoria, AU

## Event Description

Teej Mela Melbourne - Victoria is a premier festivals event in Springvale. 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:** 39/100

**Expected Attendance:** 295 people

**Event ID:** 6gw6fLgC4L5ksf8muq

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 118 across all properties

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