

Testify Music Festival - October 3rd

DATE: Thursday, October 2, 2025
LOCATION: Caroline Springs, Victoria, AU

Event Description

Testify Music Festival - October 3rd is a premier festivals event in Caroline Springs. 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: 44/100

Expected Attendance: 526 people

Event ID: 6xkGaTaARqccGaYV4M

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 210 across all properties

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