

THE 60 FOUR - Hits of the 60's and 70's - Ben Francis and Co

DATE: Friday, September 12, 2025
LOCATION: Wendouree, Victoria, AU

Event Description

THE 60 FOUR - Hits of the 60's and 70's - Ben Francis and Co is a premier performing-arts event in Wendouree. 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 497 people
Event ID: HcwCHhPiRsQp6aZidf

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: 199 across all properties

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