

The Moonee Valley Drifters @ The Union Hotel, Heathcote

DATE: Friday, October 3, 2025
LOCATION: Heathcote, Victoria, AU

Event Description

The Moonee Valley Drifters @ The Union Hotel, Heathcote is a premier festivals event in Heathcote. 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: 42/100
Expected Attendance: 381 people
Event ID: CN6qGFiak6FsYa6gyX

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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