

Tihar Celebration 2025 'I?™>“ h-in-, %

DATE: Friday, October 17, 2025
LOCATION: Mickleham, Victoria, AU

Event Description

Tihar Celebration 2025 'I?™>“ -%of-éh ('iG•™8" 'UH“K) is a premier festivals event in Mickleham. This event 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: 35/100

Expected Attendance: 173 people

Event ID: HzJkw4kXNeGCezrLuW

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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