

# Ultimate Winter Sleepover at Lanson Place in partnership with ST.SAJ

DATE: Saturday, August 16, 2025  
LOCATION: East Melbourne, Victoria, AU

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## Event Description

Ultimate Winter Sleepover at Lanson Place in partnership with ST.SAJ is a premier community event in East Melbourne. 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:** community

**Importance Rank:** 22/100

**Expected Attendance:** 39 people

**Event ID:** Hq65nP2pxNgMWoAYwB

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 16 across all properties

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

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