

Veterans, First Responders and Family Expo

DATE: Friday, October 24, 2025
LOCATION: Lake Wendouree, Victoria, AU

Event Description

Veterans, First Responders and Family Expo is a premier expos event in Lake 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: expos

Importance Rank: 54/100

Expected Attendance: 1,662 people

Event ID: 7Exe9KNzUnMkb2TQua

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 665 across all properties

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