

Vineyard Mélodie: A French Food, Wine & Music Festival

DATE: Saturday, September 20, 2025
LOCATION: Port Macquarie, New South Wales, AU

Event Description

Vineyard Mélodie: A French Food, Wine & Music Festival is a premier festivals event in Port Macquarie. 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: 49/100

Expected Attendance: 931 people

Event ID: 4WJukq7ZV6rK2Z7DYz

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 372 across all properties

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