

WALA IS LIFE @ Bar Oussou

DATE: Friday, October 24, 2025
LOCATION: Brunswick, Victoria, AU

Event Description

WALA IS LIFE @ Bar Oussou is a premier festivals event in Brunswick. 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: 45/100

Expected Attendance: 531 people

Event ID: BTf4JfqoG8Dsaj2neY

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 212 across all properties

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