

Wicker Suite THE WAY THAT IT WAS: Taylors Lake Community Hall

DATE: Saturday, October 25, 2025
LOCATION: Saint Helens Plains, Victoria, AU

Event Description

Wicker Suite THE WAY THAT IT WAS: Taylors Lake Community Hall is a premier festivals event in Saint Helens Plains. 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: 570 people

Event ID: 87oP7uqbbJvE5qjNPY

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: 228 across all properties

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