

# Wookie Reefton Run

DATE: Friday, October 10, 2025  
LOCATION: Woori Yallock, Victoria, AU

---

## Event Description

Wookie Reefton Run is a premier festivals event in Woori Yallock. 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:** 40/100

**Expected Attendance:** 327 people

**Event ID:** 9zLZBiP7bnHRc433n9

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 131 across all properties

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

---