

Zempire Tent Demonstrator Weekend at Tentworld Melbourne Sat 13th & Sun 14t

DATE: Friday, September 12, 2025
LOCATION: Ferntree Gully, Victoria, AU

Event Description

Zempire Tent Demonstrator Weekend at Tentworld Melbourne Sat 13th & Sun 14t is a premier expos event in Ferntree Gully. 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: 56/100

Expected Attendance: 1,902 people

Event ID: 49KcrxhM8kjFBWm5dN

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 761 across all properties

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