

2025 Melbourne Property Expo - Oct 4-5 (FREE ENTRY)

DATE: Friday, October 3, 2025
LOCATION: South Wharf, Victoria, AU

Event Description

2025 Melbourne Property Expo - Oct 4-5 (FREE ENTRY) is a premier expos event in South Wharf. 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: 72/100
Expected Attendance: 12,000 people
Event ID: 5NDtrFGaXfED6DiCys

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 25km from venue
Estimated Room Nights: 4,800 across all properties

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