

2025 Melbourne Winter Masterpieces®: French Impressionism from the Museum of Fine Arts, Boston

DATE: Saturday, October 4, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

2025 Melbourne Winter Masterpieces®: French Impressionism from the Museum of Fine Arts, Boston is a premier expos event in Melbourne. 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: 57/100

Expected Attendance: 2,156 people

Event ID: D7STN5dVk4VVdfEG3v

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: 862 across all properties

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

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