

2025 MUPS Spring Concert

DATE: Sunday, September 21, 2025

LOCATION: Kew, Victoria, AU

Event Description

2025 MUPS Spring Concert is a premier concerts event in Kew. 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: concerts

Importance Rank: 40/100

Expected Attendance: 313 people

Event ID: cCBSPsy7Z4nmvA2rKK

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: 125 across all properties

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