

49th & Main Australia Tour 2025 - Naarm / Melbourne

DATE: Thursday, January 1, 2026
LOCATION: Melbourne, Victoria, AU

Event Description

49th & Main Australia Tour 2025 - Naarm / Melbourne is a premier festivals 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: festivals

Importance Rank: 34/100

Expected Attendance: 150 people

Event ID: 3XN3tJR6cB6vyRboXH

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 60 across all properties

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