

P W:UœRg8g 17eáf g eå - X'V

DATE: Sunday, August 17, 2025
LOCATION: North Melbourne, Victoria, AU

Event Description

P W:UœRg8g 17eáf g eå - X'V g, _ e>žl is a premier performing-arts event in North Melbourne. This event attracts the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: performing-arts

Importance Rank: 36/100

Expected Attendance: 197 people

Event ID: G9vC7rV4xBw6v4aZGX

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 79 across all properties

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