P W:UœRg8g 23eåf g Qm - X

DATE: Saturday, August 23, 2025
LOCATION: North Melbourne, Victoria, AU

Event Description

P W:UœRg8g 23eåf g Qm - X¨\ g,_ e>ž¦ is a premier performing-arts event in North Melbourne. This event attra
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: 35/100
Expected Attendance: 177 people
Event ID: 4WeLAJbAZG7Ek34FLv

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 71 across all properties

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