

APT and Travelmarvel's Free Travel Event – Malvern

DATE: Monday, October 27, 2025
LOCATION: Malvern East, Victoria, AU

Event Description

APT and Travelmarvel's Free Travel Event – Malvern is a premier expos event in Malvern East. 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: 49/100

Expected Attendance: 845 people

Event ID: 5B3pVGqRiksvkBnRmc

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 338 across all properties

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