

ARTIST ALLEY - MELBOURNE 7 & 8 FEB 2026

DATE: Friday, February 6, 2026
LOCATION: Scoresby, Victoria, AU

Event Description

ARTIST ALLEY - MELBOURNE 7 & 8 FEB 2026 is a premier expos event in Scoresby. 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: 52/100

Expected Attendance: 1,235 people

Event ID: 7DdgBf9LXVxXdmgAHq

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 494 across all properties

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