

Australia Chinese Dance Competition Showcase

DATE: Friday, September 19, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Australia Chinese Dance Competition Showcase is a premier performing-arts 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: performing-arts

Importance Rank: 42/100

Expected Attendance: 412 people

Event ID: GqWzCDu5wH4ycMpdVE

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 165 across all properties

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