

bbno\$ | Festival Hall, Melbourne - SECOND SHOW ADDED

DATE: Sunday, November 2, 2025
LOCATION: West Melbourne, Victoria, AU

Event Description

bbno\$ | Festival Hall, Melbourne - SECOND SHOW ADDED is a premier festivals event in West 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: festivals

Importance Rank: 45/100

Expected Attendance: 594 people

Event ID: 8qF4LnxmgxFJLC7gcn

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 238 across all properties

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

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<https://becircadian.com/events/bbno-festival-hall-melbourne-second-show-added>

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