

BLOOM | Melbourne | Withered Across Australia Tour | Stay Gold | 18+

DATE: Thursday, September 4, 2025
LOCATION: Brunswick, Victoria, AU

Event Description

BLOOM | Melbourne | Withered Across Australia Tour | Stay Gold | 18+ is a premier festivals event in Brunswick. 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: 35/100

Expected Attendance: 178 people

Event ID: 3oLZJ6GRUZAwVxauFP

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.