

# Bollywood Club Presents BALLE 101 at Crown, Melbourne

DATE: Friday, November 14, 2025  
LOCATION: Southbank, Victoria, AU

## Event Description

Bollywood Club Presents BALLE 101 at Crown, Melbourne is a premier concerts event in Southbank. 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:** concerts

**Importance Rank:** 47/100

**Expected Attendance:** 719 people

**Event ID:** ETuByiec3pGAvPDCmt

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 288 across all properties

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