

Bullet For My Valentine // Melbourne // 20 Years of The Poison // John Cain Arena // LIC AA

DATE: Tuesday, October 14, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Bullet For My Valentine // Melbourne // 20 Years of The Poison // John Cain Arena // LIC AA is a premier festivals 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: festivals
Importance Rank: 36/100
Expected Attendance: 195 people
Event ID: GK7nck2pxXaUaiKx2o

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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