

Chase Matthew in Melbourne

DATE: Tuesday, August 26, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Chase Matthew in Melbourne is a premier concerts 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: concerts

Importance Rank: 43/100

Expected Attendance: 444 people

Event ID: AvuAiDCJyfeSeAtJsJ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/chase-matthew-in-melbourne>

Document generated on 6/3/2026, 9:55:53 PM