

Chinese Pop Night N Y fiŠžkLm>\

DATE: Friday, August 29, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Chinese Pop Night N Y fiŠžkLm>\ is a premier concerts event in Melbourne. This event attracts visitors from all over the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: concerts

Importance Rank: 38/100

Expected Attendance: 256 people

Event ID: AXJQSDBY3NEt6CrSfn

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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