

Corinne Lewis & Anne Smerdon: Objects of Desire, Objects of Necessity

DATE: Thursday, October 23, 2025
LOCATION: Malvern, Victoria, AU

Event Description

Corinne Lewis & Anne Smerdon: Objects of Desire, Objects of Necessity is a premier expos event in Malvern. 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: expos

Importance Rank: 48/100

Expected Attendance: 841 people

Event ID: FZsEgs5hPBRim7hsv9

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 336 across all properties

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