

# CRUEL INTENTIONS: THE '90s MUSICAL Ø=Ü"Ø | MELBOURNE

DATE: Thursday, November 6, 2025  
LOCATION: Altona, Victoria, AU

## Event Description

CRUEL INTENTIONS: THE '90s MUSICAL Ø=Ü"Ø=Ü Ø=Þ | MELBOURNE is a premier performing-arts event in Altona. 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:** performing-arts  
**Importance Rank:** 46/100  
**Expected Attendance:** 650 people  
**Event ID:** 8TaohQWis97R3ipjmY

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 260 across all properties

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