

Cruise Expo

DATE: Friday, October 10, 2025
LOCATION: Black Rock, Victoria, AU

Event Description

Cruise Expo is a premier expos event in Black Rock. 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: 51/100

Expected Attendance: 1,167 people

Event ID: BWXnJLat4M9MRrTbXd

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 467 across all properties

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