

FREE ENTRY: Community & Arts Market - free drink card on entry!

DATE: Saturday, November 15, 2025
LOCATION: East Melbourne, Victoria, AU

Event Description

FREE ENTRY: Community & Arts Market - free drink card on entry! is a premier expos event in East 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: expos

Importance Rank: 46/100

Expected Attendance: 660 people

Event ID: podgUCsaN7Tuw3TbPM

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: 264 across all properties

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