

Free Entry | Multicultural Art Festival 2025 Opening

DATE: Friday, November 14, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Free Entry | Multicultural Art Festival 2025 Opening is a premier expos event in 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: 49/100

Expected Attendance: 930 people

Event ID: EYg3bBknWgxKrPmY7b

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 372 across all properties

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