

HEXPO 2025

DATE: Thursday, September 18, 2025

LOCATION: Melbourne, Victoria, AU

Event Description

HEXPO 2025 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: 56/100

Expected Attendance: 2,108 people

Event ID: DteLw9gJUQHATw799v

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 843 across all properties

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