

Howie Morgan at Crown Melbourne / The Palms at Crown

DATE: Thursday, August 21, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Howie Morgan at Crown Melbourne / The Palms at Crown is a premier concerts 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: concerts
Importance Rank: 50/100
Expected Attendance: 976 people
Event ID: 6ZcjprZ5f828Df6fDU

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: 390 across all properties

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