

Ikebana International Melbourne: Annual Exhibition

DATE: Friday, September 19, 2025
LOCATION: Caulfield North, Victoria, AU

Event Description

Ikebana International Melbourne: Annual Exhibition is a premier expos event in Caulfield North. 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: 64/100

Expected Attendance: 4,960 people

Event ID: 637DT3FAerMXpZpvAF

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,984 across all properties

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