

Live at the Atrium: Dale Ryder supported by Bella Deer

DATE: Thursday, October 2, 2025
LOCATION: Mordialloc, Victoria, AU

Event Description

Live at the Atrium: Dale Ryder supported by Bella Deer is a premier concerts event in Mordialloc. 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: 36/100

Expected Attendance: 194 people

Event ID: G9cEMMkeVBnA4ThvRv

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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