

Mada Now

DATE: Thursday, November 20, 2025
LOCATION: Caulfield East, Victoria, AU

Event Description

Mada Now is a premier expos event in Caulfield East. 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: 58/100

Expected Attendance: 2,563 people

Event ID: 54huYB6V5uuHLw9Vds

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,025 across all properties

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