

# MAKERS LANE RUNWAY - by Melbourne Made x Fashlab

DATE: Thursday, October 23, 2025  
LOCATION: Melbourne, Victoria, AU

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## Event Description

MAKERS LANE RUNWAY - by Melbourne Made x Fashlab is a premier festivals 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:** festivals  
**Importance Rank:** 42/100  
**Expected Attendance:** 414 people  
**Event ID:** 7rR3CZVLDE3KUGuQv5

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 166 across all properties

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

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