

Making Good | Redesigning the Everyday

DATE: Thursday, August 28, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Making Good | Redesigning the Everyday is a premier expos 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: expos

Importance Rank: 60/100

Expected Attendance: 3,053 people

Event ID: 7abP4WXx3uRBnR3S6F

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,221 across all properties

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

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Document generated on 6/3/2026, 9:50:01 PM