

Maxine Gillon, CCTV, and Liam Wright

DATE: Sunday, September 21, 2025

LOCATION: Melbourne, Victoria, AU

Event Description

Maxine Gillon, CCTV, and Liam Wright is a premier concerts 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: concerts

Importance Rank: 40/100

Expected Attendance: 320 people

Event ID: DpMnFrLbetZjaqQYN

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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