

[MEL] MEMORIES XIII 07.11.2025 | BÙI CÔNG NAM, KAY TR ÌN, T \$är •x0

DATE: Friday, November 7, 2025
LOCATION: Saint Albans, Victoria, AU

Event Description

[MEL] MEMORIES XIII 07.11.2025 | BÙI CÔNG NAM, KAY TR ÌN, T \$är PHÚC is a premier concerts event in Saint Albans. 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: 50/100

Expected Attendance: 1,000 people

Event ID: 6xcphqCWS9d7W8FS2U

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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