

Melbourne Bead Expo

DATE: Friday, October 10, 2025
LOCATION: Murrumbeena, Victoria, AU

Event Description

Melbourne Bead Expo is a premier expos event in Murrumbeena. 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: 52/100

Expected Attendance: 1,330 people

Event ID: J7wqjiNw6SLJDedR79

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 532 across all properties

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