

MELBOURNE ITALIAN FESTA 18 & 19 2025

DATE: Friday, October 17, 2025
LOCATION: Carlton, Victoria, AU

Event Description

MELBOURNE ITALIAN FESTA 18 & 19 OCT 2025 is a premier expos event in Carlton, Australia. The 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: 58/100
Expected Attendance: 2,418 people
Event ID: fhzjf38j3uciFcDtSL

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 967 across all properties

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