

MELBOURNE NEW PROJECT LAUNCH: CIRCA NEWQUAY - EXCLUSIVE WATERFRONT

DATE: Saturday, September 13, 2025
LOCATION: Singapore, SG

Event Description

MELBOURNE NEW PROJECT LAUNCH: CIRCA NEWQUAY - EXCLUSIVE WATERFRONT is a premier expos event in Singapore. 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: 43/100

Expected Attendance: 465 people

Event ID: 7oRMeo5JhmnCqUPa9X

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 186 across all properties

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