

Melbourne's Annual Wedding Expo 2025 - Wedding Expos Australia

DATE: Saturday, November 8, 2025
LOCATION: Flemington, Victoria, AU

Event Description

Melbourne's Annual Wedding Expo 2025 - Wedding Expos Australia is a premier expos event in Flemington. 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: 70/100
Expected Attendance: 10,000 people
Event ID: DR3V8nVTpBQtZGCqZD

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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

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