

# Melville Art Awards Exhibition

DATE: Friday, October 24, 2025  
LOCATION: Booragoon, Western Australia, AU

---

## Event Description

Melville Art Awards Exhibition is a premier expos event in Booragoon. 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:** 59/100

**Expected Attendance:** 2,814 people

**Event ID:** Agy2AtAWT7A58e7Twr

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,126 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/melville-art-awards-exhibition>

Document generated on 6/4/2026, 3:15:15 AM