

Midge Ure at Palais Theatre

DATE: Friday, October 17, 2025
LOCATION: Saint Kilda, Victoria, AU

Event Description

Midge Ure at Palais Theatre is a premier concerts event in Saint Kilda. 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: concerts

Importance Rank: 54/100

Expected Attendance: 1,617 people

Event ID: 5ncSfZN9kFgpKL8RCs

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 647 across all properties

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