

# Museum After Dark | Nocturnal: Force of Nature

DATE: Wednesday, September 17, 2025  
LOCATION: Carlton, Victoria, AU

## Event Description

Museum After Dark | Nocturnal: Force of Nature is a premier expos event in Carlton. 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:** 51/100

**Expected Attendance:** 1,135 people

**Event ID:** BdDiHzcFrg7dvg2t9D

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 454 across all properties

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