

Music Of The Night at Crown Melbourne / The Palms at Crown

DATE: Sunday, August 31, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Music Of The Night at Crown Melbourne / The Palms at Crown is a premier concerts event in Melbourne. 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: 47/100

Expected Attendance: 735 people

Event ID: HqGmMHXq8sg4x7UAAi

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 294 across all properties

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