

New Balance x Kic Afloat

DATE: Friday, October 10, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

New Balance x Kic Afloat is a premier expos 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: expos

Importance Rank: 52/100

Expected Attendance: 1,234 people

Event ID: SRUfmpRu5ASpYxeHhD

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 494 across all properties

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