

New Year's Eve Melbourne H2o - Sunset on the Yarra

DATE: Tuesday, December 30, 2025
LOCATION: Southbank, Victoria, AU

Event Description

New Year's Eve Melbourne H2o - Sunset on the Yarra is a premier festivals event in Southbank. 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: festivals

Importance Rank: 28/100

Expected Attendance: 84 people

Event ID: GbpzgxM2aekyg8B3zZ

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 34 across all properties

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