

# NGV Friday Nights | Big Yawn

DATE: Thursday, August 28, 2025  
LOCATION: Melbourne, Victoria, AU

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## Event Description

NGV Friday Nights | Big Yawn 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:** 1,260 people

**Event ID:** 9AwhyLsiEtwbA32gAk

## 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:** 504 across all properties

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

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