

PRIME WATERFRONT MELBOURNE - NEW PROJECT LAUNCH

DATE: Sunday, September 14, 2025
LOCATION: Singapore, SG

Event Description

PRIME WATERFRONT MELBOURNE - NEW PROJECT LAUNCH is a premier expos event in Singapore. 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: 42/100

Expected Attendance: 413 people

Event ID: AMLUVeb7PSf5ax7AhX

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 165 across all properties

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