Pub Choir at Forum Melbourne

DATE: Wednesday, October 15, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Pub Choir at Forum Melbourne 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: 50/100
Expected Attendance: 1,023 people
Event ID: 9PESTfKBrw8qtmjK6L

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 409 across all properties

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