

QUIRK

DATE: Wednesday, September 24, 2025
LOCATION: West Melbourne, Victoria, AU

Event Description

QUIRK is a premier expos event in West 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: 53/100

Expected Attendance: 1,415 people

Event ID: Ce8LiL2e3aM5yK2iPc

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 566 across all properties

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