

Richie Jen at Plenary

DATE: Sunday, October 26, 2025
LOCATION: South Wharf, Victoria, AU

Event Description

Richie Jen at Plenary is a premier concerts event in South Wharf. 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: 43/100

Expected Attendance: 428 people

Event ID: Gmv2D354E4v8SNfy8n

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 171 across all properties

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