

Sacred Heart Mission's Melbourne Fashion Week Event

DATE: Friday, October 24, 2025
LOCATION: South Wharf, Victoria, AU

Event Description

Sacred Heart Mission's Melbourne Fashion Week Event is a premier festivals 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: festivals

Importance Rank: 38/100

Expected Attendance: 241 people

Event ID: BkoASnbHeJ4AWyJZWF

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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