

SECOND LIFE MARKETS: Melbourne Spring Oct 12th

DATE: Saturday, October 11, 2025
LOCATION: Kensington, Victoria, AU

Event Description

SECOND LIFE MARKETS: Melbourne Spring Oct 12th is a premier expos event in Kensington. 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: 45/100

Expected Attendance: 593 people

Event ID: 7KpnbZWQccydfSgMqy

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 237 across all properties

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