

Shane Nicholson and Jeff Martin

DATE: Friday, September 12, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Shane Nicholson and Jeff Martin 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: 43/100

Expected Attendance: 464 people

Event ID: 8m3VZ2Ud9LUDjHpWxm

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: 186 across all properties

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