

Source Pro

DATE: Wednesday, November 19, 2025

LOCATION: South Wharf, Victoria, AU

Event Description

Source Pro is a premier expos 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: expos

Importance Rank: 57/100

Expected Attendance: 2,336 people

Event ID: 7pagbPzWTtojogLDWa

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 934 across all properties

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