

# Southern Sons at Crown Melbourne / The Palms at Crown

DATE: Saturday, November 1, 2025  
LOCATION: Melbourne, Victoria, AU

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## Event Description

Southern Sons at Crown Melbourne / The Palms at Crown 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:** 45/100

**Expected Attendance:** 589 people

**Event ID:** ANgJQTCoD6WpaGk6Fj

## 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:** 236 across all properties

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