

Stella Day Out Melbourne - The Power of Storytelling as Resistance

DATE: Monday, August 18, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Stella Day Out Melbourne - The Power of Storytelling as Resistance is a premier conferences 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: conferences

Importance Rank: 29/100

Expected Attendance: 90 people

Event ID: Duk3u5vbtDyVSa7TWr

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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