

# The Beasts // Melbourne // The Beasts of Bourbon 'Black Milk' 35th Anniversary Show // Forum

DATE: Thursday, September 11, 2025  
LOCATION: Melbourne, Victoria, AU

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## Event Description

The Beasts // Melbourne // The Beasts of Bourbon 'Black Milk' 35th Anniversary Show // Forum is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 50/100  
**Expected Attendance:** 10,000 people  
**Event ID:** J2882tfuuqquoDvRPW

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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