

The Lovers and Nguoi Tinh

DATE: Sunday, November 16, 2025

LOCATION: Southbank, Victoria, AU

Event Description

The Lovers and Nguoi Tinh is a premier concerts event in Southbank. 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: 50/100

Expected Attendance: 965 people

Event ID: Eixj3vvJXVYE5sgynR

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 386 across all properties

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