

# The Mystery of Edwin Drood - Lightbox Productions

DATE: Thursday, September 18, 2025  
LOCATION: Nunawading, Victoria, AU

---

## Event Description

The Mystery of Edwin Drood - Lightbox Productions is a premier performing-arts event in Nunawading. 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:** 41/100  
**Expected Attendance:** 363 people  
**Event ID:** DQKzuLxCYRHFYg8aS4

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 145 across all properties

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