

# VIC Sundowner with the Hon. Danny Pearson MP

DATE: Tuesday, August 19, 2025  
LOCATION: Melbourne, Victoria, AU

## Event Description

VIC Sundowner with the Hon. Danny Pearson MP 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:** 30/100

**Expected Attendance:** 97 people

**Event ID:** D2qGuXrCD9S4nccLbC

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 39 across all properties

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