

VIP Shopping Event - Melbourne | Style by Wesson - Autumn Winter 2025/26

DATE: Monday, October 27, 2025
LOCATION: East Melbourne, Victoria, AU

Event Description

VIP Shopping Event - Melbourne | Style by Wesson - Autumn Winter 2025/26 is a premier expos event in East 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: expos

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: DPMjATn2f7XnaNGhG7

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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