

# Working Behind the Seams | Ethical Clothing Australia Week 2025

DATE: Thursday, October 2, 2025  
LOCATION: Melbourne, Victoria, AU

## Event Description

Working Behind the Seams | Ethical Clothing Australia Week 2025 is a premier expos 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:** expos

**Importance Rank:** 67/100

**Expected Attendance:** 7,094 people

**Event ID:** 3Tv6jHYWhbcuPY3e8Y

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,838 across all properties

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