

[X1] BBAN Melbourne X1 Major 'Rise Up #5' 21st September 2025 @ SAEG Expo

DATE: Saturday, September 20, 2025
LOCATION: Hawthorn, Victoria, AU

Event Description

[X1] BBAN Melbourne X1 Major 'Rise Up #5' 21st September 2025 @ SAEG Expo is a premier expos event in Hawthorn. 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: 47/100

Expected Attendance: 707 people

Event ID: DbAggDfZ5AGJE5RGkL

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 283 across all properties

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