

Brands tap into Melbourne's mounting demand

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Major global chains are happy to oblige the market's need for more rooms amid occupancies hovering at more than 80%.



Highlights

- The market's occupancy is up 4.2% to 82.3% year to date through February, according to STR Global.

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MELBOURNE, Australia—A spate of openings by global and domestic chains will help Australia's second largest city meet unprecedented occupancies and forecasted growth, according to sources.