

# Animalia x Steeplejack : Upsammy (nl) / Emelyne, Louis Marlo, Opal Tree Armour (ive) ++

DATE: Friday, August 22, 2025  
LOCATION: Melbourne, Victoria, AU

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## Event Description

Animalia x Steeplejack : Upsammy (nl) / Emelyne, Louis Marlo, Opal Tree Armour (ive) ++ is a premier community 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:** community  
**Importance Rank:** 30/100  
**Expected Attendance:** 100 people  
**Event ID:** 83EiDzzetJo2n3KTCb

## 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:** 40 across all properties

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

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