

# "Apples" Single Release Show

DATE: Thursday, September 11, 2025

LOCATION: Fitzroy, Victoria, AU

---

## Event Description

"Apples" Single Release Show is a premier performing-arts event in Fitzroy. 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:** performing-arts

**Importance Rank:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** J2pbnoLKWXykXibeU8

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 4,000 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/apples-single-release-show>

Document generated on 6/4/2026, 1:16:19 AM