

BROKENLOCK PRESENTS: hardcore at the BIRD 2025

DATE: Friday, October 17, 2025
LOCATION: Frankston, Victoria, AU

Event Description

BROKENLOCK PRESENTS: hardcore at the BIRD 2025 is a premier concerts event in Frankston. 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: concerts
Importance Rank: 31/100
Expected Attendance: 117 people
Event ID: Ap2RYPqX6haMjj56nD

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: 47 across all properties

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