

Celebrating 21 YEARS of JMQ's Thursday Jazz, with Juliarna Clark & Tim Wilson

DATE: Wednesday, August 13, 2025
LOCATION: South Melbourne, Victoria, AU

Event Description

Celebrating 21 YEARS of JMQ's Thursday Jazz, with Juliarna Clark & Tim Wilson is a premier festivals event in South 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: festivals

Importance Rank: 36/100

Expected Attendance: 190 people

Event ID: CYGZtSXyGJfJWK3itd

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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