

# Charades presents. TARKNO [3 Hour Set]

DATE: Friday, September 12, 2025  
LOCATION: Melbourne, Victoria, AU

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## Event Description

Charades presents. TARKNO [3 Hour Set] is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 52/100  
**Expected Attendance:** 1,247 people  
**Event ID:** 8v9KeWKdo9dsPReEtA

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 499 across all properties

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

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