

Devil Electric, The Stripp, Full Tone Generator, and Howling Mountain

DATE: Saturday, August 30, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Devil Electric, The Stripp, Full Tone Generator, and Howling Mountain is a premier concerts 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: concerts

Importance Rank: 36/100

Expected Attendance: 211 people

Event ID: EM24Dr5iLehrmJhzKi

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: 84 across all properties

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