

# Don Hillman's Secret Beach @ Railway Hotel, North Fitzroy

DATE: Sunday, August 24, 2025  
LOCATION: Fitzroy North, Victoria, AU

## Event Description

Don Hillman's Secret Beach @ Railway Hotel, North Fitzroy is a premier concerts event in Fitzroy North. 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:** CdeRSNDgPGxqf5sNRd

## 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.*