

FCK UP Nights Melbourne (September)

DATE: Tuesday, September 2, 2025
LOCATION: Fitzroy North, Victoria, AU

Event Description

FCK UP Nights Melbourne (September) is a premier performing-arts 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 8WyqkGVbJiSZAFdy4Z

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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