

Friends of Friends, Sunbleached, Bad Juju, and 3 others

DATE: Monday, September 1, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Friends of Friends, Sunbleached, Bad Juju, and 3 others is a premier concerts event in Fortitude Valley. 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: 38/100

Expected Attendance: 257 people

Event ID: 4sWLZ9YUjYwvW4xnaD

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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