

Genesis Owusu and Shady Nasty

DATE: Thursday, September 25, 2025

LOCATION: Fitzroy, Victoria, AU

Event Description

Genesis Owusu and Shady Nasty is a premier concerts event in Fitzroy. 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: 42/100

Expected Attendance: 401 people

Event ID: EEJqQC5dDTzczE5wns

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 160 across all properties

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