

Head Bangers Heavy Rock & Metal 'til late, Friday SEPT 5th

DATE: Friday, September 5, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Head Bangers Heavy Rock & Metal 'til late, Friday SEPT 5th 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: 39/100

Expected Attendance: 291 people

Event ID: E2BY5pmPqpb5naRekF

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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