

ILMusic: So Fresh 2010+

DATE: Saturday, August 30, 2025
LOCATION: Ipswich, Queensland, AU

Event Description

ILMusic: So Fresh 2010+ is a premier concerts event in Ipswich. 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: 36/100

Expected Attendance: 191 people

Event ID: TMqrGjPcMVUD4xqkZ7

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 76 across all properties

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