

In Conversation with Zoe Terakes – Melt Festival 2025

DATE: Monday, November 3, 2025
LOCATION: New Farm, Queensland, AU

Event Description

In Conversation with Zoe Terakes – Melt Festival 2025 is a premier festivals event in New Farm. 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: festivals
Importance Rank: 43/100
Expected Attendance: 448 people
Event ID: AyLKcZFoyWAARv7BJ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 179 across all properties

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