

# LOADED! Britpop & Indie Anthems, THURS 21 AUG

DATE: Thursday, August 21, 2025  
LOCATION: Melbourne, Victoria, AU

## Event Description

LOADED! Britpop & Indie Anthems, THURS 21 AUG 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:** 34/100

**Expected Attendance:** 156 people

**Event ID:** 9iFh8TGkm8FqRPE4Eu

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 62 across all properties

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