

Mayday Parade at Fortitude Music Hall

DATE: Sunday, September 14, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Mayday Parade at Fortitude Music Hall is a premier concerts event in Fortitude Valley. 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: 58/100

Expected Attendance: 2,380 people

Event ID: DwRdyKeYWJY9hLZpxi

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 952 across all properties

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