

Melbourne Album launch Halfway's 9th Studio Album "The Styx"

DATE: Friday, September 12, 2025
LOCATION: Northcote, Victoria, AU

Event Description

Melbourne Album launch Halfway's 9th Studio Album "The Styx" is a premier performing-arts event in Northcote. 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: performing-arts
Importance Rank: 45/100
Expected Attendance: 558 people
Event ID: C7LrQGNBf2DnVzGFBw

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 223 across all properties

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