

# Mildlife, Allysha Joy, Gilles Peterson, and Anu

DATE: Friday, November 21, 2025  
LOCATION: Northcote, Victoria, AU

## Event Description

Mildlife, Allysha Joy, Gilles Peterson, and Anu is a premier concerts 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:** concerts

**Importance Rank:** 48/100

**Expected Attendance:** 822 people

**Event ID:** 5KJUwwCpeR8GPBc9ax

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 329 across all properties

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