

# Missy Higgins in Brisbane

DATE: Saturday, August 30, 2025  
LOCATION: Brisbane City, Queensland, AU

---

## Event Description

Missy Higgins in Brisbane is a premier concerts event in Brisbane City. 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:** 38/100

**Expected Attendance:** 254 people

**Event ID:** 4nepgo4wFTvRpTHEoy

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/missy-higgins-in-brisbane>

Document generated on 6/4/2026, 3:07:42 AM