

Moreland City Soul Revue Residency at The Lomond

DATE: Sunday, November 2, 2025
LOCATION: Brunswick East, Victoria, AU

Event Description

Moreland City Soul Revue Residency at The Lomond is a premier concerts event in Brunswick East. 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: 33/100
Expected Attendance: 139 people
Event ID: GYhrmjgEbkjKfe5RGr

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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