

# Performance | Max Athans: Breath Song

DATE: Friday, September 19, 2025  
LOCATION: Fortitude Valley, Queensland, AU

## Event Description

Performance | Max Athans: Breath Song is a premier expos 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:** expos

**Importance Rank:** 59/100

**Expected Attendance:** 2,784 people

**Event ID:** CMgZ7zCGykRBMxBwtV

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,114 across all properties

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