

Rise of the Machine - 40 Years of Fortitude 1985 - 2025

DATE: Saturday, August 23, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Rise of the Machine - 40 Years of Fortitude 1985 - 2025 is a premier sports 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: sports

Importance Rank: 60/100

Expected Attendance: 3,300 people

Event ID: 8YxvMbcJsuYEVqboeD

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,320 across all properties

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