

Rock is not dead 2 “ The Awakening”

DATE: Friday, August 29, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Rock is not dead 2 “ The Awakening” is a premier festivals 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: festivals

Importance Rank: 50/100

Expected Attendance: 947 people

Event ID: 74p6J4QAo74vJamCoz

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 379 across all properties

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