

# Ross O'Connel - Live Music @ Here & Now Lounge

DATE: Friday, August 15, 2025  
LOCATION: Geelong, Victoria, AU

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## Event Description

Ross O'Connel - Live Music @ Here & Now Lounge is a premier performing-arts event in Geelong. 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:** performing-arts  
**Importance Rank:** 44/100  
**Expected Attendance:** 519 people  
**Event ID:** 4gfiVVvxAEkZsn8mSn

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 208 across all properties

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

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Document generated on 6/4/2026, 5:25:55 AM