

Seeing Double Fridays feat. ANYO

DATE: Friday, September 5, 2025
LOCATION: South Yarra, Victoria, AU

Event Description

Seeing Double Fridays feat. ANYO is a premier performing-arts event in South Yarra. 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: 57/100

Expected Attendance: 2,163 people

Event ID: CbzXKJHg59rYeqnUqM

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 865 across all properties

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