

SOUNDS OF THE UNDERGROUND 1.0

DATE: Friday, August 15, 2025
LOCATION: Mermaid Beach, Queensland, AU

Event Description

SOUNDS OF THE UNDERGROUND 1.0 is a premier concerts event in Mermaid Beach. 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: concerts

Importance Rank: 32/100

Expected Attendance: 127 people

Event ID: 75HqAbYcaKYKrD8M7s

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 51 across all properties

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