

TEAR DRIVE - 'LOST IN A MOMENT' SINGLE LAUNCH

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

Event Description

TEAR DRIVE - 'LOST IN A MOMENT' SINGLE LAUNCH is a premier community 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: community

Importance Rank: 36/100

Expected Attendance: 200 people

Event ID: 3sjgAUSaRmVE6zz7on

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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