

# The Black Sorrows | The Quintessential Best of Tour | Frankston Arts Centre

DATE: Thursday, October 2, 2025  
LOCATION: Frankston, Victoria, AU

## Event Description

The Black Sorrows | The Quintessential Best of Tour | Frankston Arts Centre is a premier festivals event in Frankston. 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:** 40/100

**Expected Attendance:** 306 people

**Event ID:** 8aJQ9ayL6bYHea3fRj

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 122 across all properties

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