

The Heartbreak Choir

DATE: Thursday, September 4, 2025
LOCATION: Geelong West, Victoria, AU

Event Description

The Heartbreak Choir is a premier performing-arts event in Geelong West. 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: 45/100

Expected Attendance: 569 people

Event ID: Eg4LsqLcgGBmRsXX6Y

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 228 across all properties

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