

# The Jam Club Let's Make Music Concert Open Ages for Musicians & Artists non Alcoholic event

DATE: Thursday, October 23, 2025

LOCATION: Morwell, Victoria, AU

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## Event Description

The Jam Club Let's Make Music Concert Open Ages for Musicians & Artists non Alcoholic event is a premier festivals event in Morwell. 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:** 49/100

**Expected Attendance:** 940 people

**Event ID:** EDscJrubpRRHn9wsVK

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 376 across all properties

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

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<https://becircadian.com/events/the-jam-club-lets-make-music-concert-open-ages-for-musicians-artists-non-alcoholic-event>

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