

The Lofty Mountain Band at The Lomond Hotel.

DATE: Saturday, September 20, 2025
LOCATION: Brunswick East, Victoria, AU

Event Description

The Lofty Mountain Band at The Lomond Hotel. is a premier performing-arts event in Brunswick East. 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: 39/100
Expected Attendance: 296 people
Event ID: BZJ6cmJVEHq77CyCZe

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 118 across all properties

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