

Tierney Brothers - Story Isn't Over Album Shows

DATE: Sunday, August 24, 2025
LOCATION: Melbourne, Victoria, AU

Event Description

Tierney Brothers - Story Isn't Over Album Shows is a premier concerts event in Melbourne. 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: concerts
Importance Rank: 50/100
Expected Attendance: 976 people
Event ID: HWVh6sUGbAkkHuwzwB

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 390 across all properties

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