

Tomorrowland Brasil in the Valley: 3-Day Festival Weekend

DATE: Friday, October 10, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Tomorrowland Brasil in the Valley: 3-Day Festival Weekend is a premier festivals event in Fortitude Valley. 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: 48/100
Expected Attendance: 816 people
Event ID: HUKmNoCHV3TwKr7waG

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 326 across all properties

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