

Urooj Ashfaq Live in Melbourne

DATE: Thursday, September 25, 2025
LOCATION: North Melbourne, Victoria, AU

Event Description

Urooj Ashfaq Live in Melbourne is a premier performing-arts event in North 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: performing-arts

Importance Rank: 31/100

Expected Attendance: 109 people

Event ID: 4HxJaPaVYkKxQs23ZQ

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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