

100 Years 100 Stories - Celebrating Carroll's & Rollinson Buildings

DATE: Friday, November 21, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

100 Years 100 Stories - Celebrating Carroll's & Rollinson Buildings is a premier expos 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: expos

Importance Rank: 53/100

Expected Attendance: 1,435 people

Event ID: CDFaG4xAXJ6ps7v4gZ

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 574 across all properties

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