

# 2025 Be Deadly Jobs expo

DATE: Monday, September 1, 2025  
LOCATION: Thornbury, Victoria, AU

---

## Event Description

2025 Be Deadly Jobs expo is a premier expos event in Thornbury. 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:** 41/100

**Expected Attendance:** 362 people

**Event ID:** ECqBLdCA8jN4WkpBSQ

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 145 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/2025-be-deadly-jobs-expo>

Document generated on 6/4/2026, 5:38:00 AM