

'A Labor Enabled QLD Conference on Mental Health: Seen or Unseen...'

DATE: Friday, August 15, 2025
LOCATION: South Brisbane, Queensland, AU

Event Description

'A Labor Enabled QLD Conference on Mental Health: Seen or Unseen...' is a premier conferences event in South Brisbane. 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: conferences
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 6hxMWNiMGXqB7b3ujN

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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