

A World of Rhythm Workshop with Ronny Ferella (MELB)

DATE: Friday, October 24, 2025
LOCATION: Brisbane, AU

Event Description

A World of Rhythm Workshop with Ronny Ferella (MELB) is a premier expos event in 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: expos

Importance Rank: 60/100

Expected Attendance: 3,187 people

Event ID: 6W9Tb8ZvMq9Jdu2sjz

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,275 across all properties

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