

BPL22

DATE: Sunday, October 26, 2025
LOCATION: Bray Park, Queensland, AU

Event Description

BPL22 is a premier expos event in Bray Park. 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: 52/100

Expected Attendance: 1,266 people

Event ID: FioodrYz8NZiJrSuj

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 506 across all properties

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