

Brisbane Fashion Month In Conversation: Making change

DATE: Tuesday, October 14, 2025
LOCATION: South Brisbane, Queensland, AU

Event Description

Brisbane Fashion Month In Conversation: Making change is a premier expos 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: expos
Importance Rank: 54/100
Expected Attendance: 1,662 people
Event ID: Ciz78rqEqgVaFCn7ys

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 665 across all properties

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

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