

CREATE Lab: Information Session for UQ's New Research Lab for Creative and Digital Arts

DATE: Tuesday, November 4, 2025
LOCATION: Saint Lucia, Queensland, AU

Event Description

CREATE Lab: Information Session for UQ's New Research Lab for Creative and Digital Arts is a premier expos event in Saint Lucia. 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: 30/100

Expected Attendance: 100 people

Event ID: 5HAP5t2ELxd8tVuaef

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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