

DEMO 2/4: Up Late at the Judith Wright Arts Centre

DATE: Thursday, August 28, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

DEMO 2/4: Up Late at the Judith Wright Arts Centre is a premier expos event in Fortitude Valley. 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: 45/100
Expected Attendance: 552 people
Event ID: Dyp5RkY9crb7cH9fD2

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 221 across all properties

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