

# Future Ready Government: A Modern Work Showcase with Atlassian (Victoria)

DATE: Tuesday, September 23, 2025  
LOCATION: Victoria, British Columbia, CA

## Event Description

Future Ready Government: A Modern Work Showcase with Atlassian (Victoria) is a premier conferences event in Victoria. 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:** conferences

**Importance Rank:** 32/100

**Expected Attendance:** 126 people

**Event ID:** 9UJ3H8ud2tQsDV6Sh2

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 50 across all properties

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