

Highfields Sunrise Business Networking - Free for Non-Members + Guest Speaker Wendy

DATE: Monday, October 6, 2025
LOCATION: Highfields, Queensland, AU

Event Description

Highfields Sunrise Business Networking - Free for Non-Members + Guest Speaker Wendy is a premier expos event in Highfields. 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: 36/100

Expected Attendance: 195 people

Event ID: 5nP5d8GYrhdCVqQk4d

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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