

# I AM WOMAN: Colina Wymarra Exhibition Opening

DATE: Friday, October 10, 2025  
LOCATION: South Brisbane, Queensland, AU

## Event Description

I AM WOMAN: Colina Wymarra Exhibition Opening 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:** 37/100

**Expected Attendance:** 217 people

**Event ID:** 7tu8VSFjAWucmpp3wt

## 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:** 87 across all properties

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