

Ilcsi Bio Skincare Launch Day QLD

DATE: Friday, September 12, 2025
LOCATION: Burleigh Heads, Queensland, AU

Event Description

Ilcsi Bio Skincare Launch Day QLD is a premier expos event in Burleigh Heads. 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: 49/100

Expected Attendance: 855 people

Event ID: CfCZqhmckKQEZHq4cH

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 342 across all properties

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

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