

JELLYBEANS - SHIMMER EXHIBITION AT MUSEUM OF BRISBANE (off site)

DATE: Friday, October 17, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

JELLYBEANS - SHIMMER EXHIBITION AT MUSEUM OF BRISBANE (off site) 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: 42/100

Expected Attendance: 379 people

Event ID: 4cZTkWfcL99L8Tbfpq

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 152 across all properties

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