

KIQ Mashujaa Day Annual Gala Ball and Awards Night

DATE: Saturday, November 8, 2025
LOCATION: Brisbane, Queensland, AU

Event Description

KIQ Mashujaa Day Annual Gala Ball and Awards Night is a premier expos event in 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: 47/100

Expected Attendance: 748 people

Event ID: EH6QCHcBBZb9iAoUfZ

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 299 across all properties

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