

Lace Up for Brisbane Festival's Biggest Fun Run with Fitstop

DATE: Friday, September 19, 2025
LOCATION: South Brisbane, Queensland, AU

Event Description

Lace Up for Brisbane Festival's Biggest Fun Run with Fitstop is a premier festivals 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: festivals
Importance Rank: 34/100
Expected Attendance: 152 people
Event ID: 4QYCr4ke4Lrce95xGq

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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