

Love and Information - UniSQ First Year Showing

DATE: Thursday, August 28, 2025
LOCATION: Darling Heights, Queensland, AU

Event Description

Love and Information - UniSQ First Year Showing is a premier performing-arts event in Darling Heights. 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: performing-arts
Importance Rank: 35/100
Expected Attendance: 168 people
Event ID: EzfE2vr2rp2uiwm9ow

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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