

my2020 Optometrists X LINDBERG Design Day – Exclusive In-Store Experience

DATE: Thursday, October 16, 2025
LOCATION: Yeerongpilly, Queensland, AU

Event Description

my2020 Optometrists X LINDBERG Design Day – Exclusive In-Store Experience is a premier expos event in Yeerongpilly. 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: 44/100

Expected Attendance: 494 people

Event ID: 9W5g2rFJeemvrs9CLi

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 198 across all properties

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