

Nikon x digiDirect Brisbane In-Store Event

DATE: Thursday, September 25, 2025
LOCATION: Brisbane City, Queensland, AU

Event Description

Nikon x digiDirect Brisbane In-Store Event is a premier expos event in Brisbane City. 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: 50/100

Expected Attendance: 1,051 people

Event ID: 5sKLCCdxG5HkiCsXqB

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 420 across all properties

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