

Old is Beautiful - Brisbane Square Library Exhibition Launch

DATE: Wednesday, October 8, 2025
LOCATION: Brisbane City, Queensland, AU

Event Description

Old is Beautiful - Brisbane Square Library Exhibition Launch 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: 49/100
Expected Attendance: 911 people
Event ID: BQ5FRPEDr8BH4aeA4W

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 364 across all properties

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

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