

Performance: 'Khush Ö A+d' by Masoom Parmar | Free

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

Event Description

Performance: 'Khush Ö A+d' by Masoom Parmar | Free is a premier expos 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: expos

Importance Rank: 47/100

Expected Attendance: 711 people

Event ID: AH69hikYor8ECDNVov

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 284 across all properties

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