

Prodesign Eyewear VIP Event

DATE: Thursday, September 18, 2025

LOCATION: Bulimba, Queensland, AU

Event Description

Prodesign Eyewear VIP Event is a premier expos event in Bulimba. 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: 45/100

Expected Attendance: 580 people

Event ID: 87bzb3fHBbZgf59Ldb

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 232 across all properties

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