

# QLD Public Sector AO7-8 Leading and Managing Change

DATE: Monday, October 27, 2025  
LOCATION: Brisbane City, Queensland, AU

## Event Description

QLD Public Sector AO7-8 Leading and Managing Change 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:** 40/100

**Expected Attendance:** 300 people

**Event ID:** 5oGhWE8va3AiG4KHsD

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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