

QWRL State Cup, Veteran Legal Cup, Ashes Friendly

DATE: Friday, October 24, 2025
LOCATION: Golden Beach, Queensland, AU

Event Description

QWRL State Cup, Veteran Legal Cup, Ashes Friendly is a premier expos event in Golden Beach. 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: 59/100

Expected Attendance: 2,694 people

Event ID: Etcxb3v9kyzhg64m4s

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,078 across all properties

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