Scrap & Yap with Martina Calvi and Jessie Short

DATE: Saturday, August 23, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

Scrap & Yap with Martina Calvi and Jessie Short is a premier conferences event in Fortitude Valley. 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: conferences
Importance Rank: 33/100
Expected Attendance: 149 people
Event ID: 6WkJ8sX4BDg4ZdpNU4

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 60 across all properties

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