

SHAPE Conference

DATE: Monday, August 25, 2025
LOCATION: Gold Coast, Queensland, AU

Event Description

SHAPE Conference is a premier conferences event in Gold Coast. 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: 40/100

Expected Attendance: 312 people

Event ID: ETQky5fjjMuAsPPfKN

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: 125 across all properties

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