

Shoko Ishida, Courtney Brims, Miriam Frank, and Lisa Han

DATE: Thursday, August 21, 2025
LOCATION: Fitzroy, Victoria, AU

Event Description

Shoko Ishida, Courtney Brims, Miriam Frank, and Lisa Han is a premier expos event in Fitzroy. 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: 584 people

Event ID: BCUUcRt9675sGBSvBv

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: 234 across all properties

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