

SILK LAUNDRY ARTIST ACTIVATION: DEPTHS Still-Life Installation

DATE: Sunday, September 14, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

SILK LAUNDRY ARTIST ACTIVATION: DEPTHS Still-Life Installation is a premier expos 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: expos

Importance Rank: 41/100

Expected Attendance: 360 people

Event ID: 9msH433Dv2xCWSaidh

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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

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