

SPRING/ SUMMER 2025 LAUNCH - BUYING EVENT

DATE: Tuesday, September 16, 2025
LOCATION: Fortitude Valley, Queensland, AU

Event Description

SPRING/ SUMMER 2025 LAUNCH - BUYING EVENT 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: 47/100

Expected Attendance: 708 people

Event ID: Chb52bLLHMWUZrQPQD

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 283 across all properties

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

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