The DPS Lab

DATE: Wednesday, August 27, 2025
LOCATION: Woolloongabba, Queensland, AU

Event Description

The DPS Lab is a premier performing-arts event in Woolloongabba. 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: performing-arts
Importance Rank: 40/100
Expected Attendance: 302 people
Event ID: C3GRGs8UWxDhMPkr7c

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: 121 across all properties

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