

Twilight Open | The Lakes College

DATE: Wednesday, October 29, 2025

LOCATION: Brisbane, AU

Event Description

Twilight Open | The Lakes College is a premier expos event in Brisbane. 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: 43/100

Expected Attendance: 428 people

Event ID: EdXBHb5HuirP3GACTZ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 171 across all properties

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