

Wonderstruck: Phone Free Viewing | Free, bookings required

DATE: Friday, October 3, 2025
LOCATION: South Brisbane, Queensland, AU

Event Description

Wonderstruck: Phone Free Viewing | Free, bookings required is a premier expos event in South 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: 51/100

Expected Attendance: 1,131 people

Event ID: BHFtGc9X73y8jUJybc

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 452 across all properties

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

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