



2024 HOTEL MARKET & ECONOMIC OUTLOOK EVENT



Wednesday 10 July 2024
Emporium Hotel Southbank

The Accommodation Division of QHA invites you to attend the annual 2024 Hotel Market & Economic Outlook Event. The presenters aim to provide you with an insight into trends and market dynamics that will assist you in preparing your budgets and forecasts and provoke thoughts and ideas with the intention to improving your hotel's performance.

You will receive the latest market intelligence, analysis and performance outlook, discuss interest rates and the Australian dollar forecasts together with the broader global and domestic economies with an emphasis on Queensland.

GAIN VALUABLE INSIGHTS INTO MARKET TRENDS, ENGAGE WITH INSIGHTFUL ANALYSIS, AND PREPARE TO ENHANCE YOUR HOTEL'S OPERATIONS WITH INFORMED PERSPECTIVES.

- How do the local markets compare with national and global destinations?
- Do you maximise the rate opportunity, based on seasonal and event occupancy profiles?
- What is the outlook for room occupancy in the Queensland market?
- What is the outlook for demand in the different business sectors - corporate, leisure and business events?

PRESENTERS

BESA DEDA
Chief Economist
Westpac

PAUL HAMMOND
Business Development Manager
Pacific STR Global

LORELLE CHITTICK & ANTHONY RYAN
General Manager of Tourism, Business and Major Events & Chief Executive Officer
Brisbane Economic Development Agency

KIM MCCONNIE
Group Executive
Marketing, Tourism & Events Queensland

KELVIN DODD
Chief Operating Officer
The Star Entertainment Group

CHAD ANDERSON
Deputy Director-General Tourism
Queensland Government

EVENT DETAILS

WEDNESDAY 10 JULY 2024
9:00am - 1:00pm, beginning with breakfast and networking

EMPORIUM HOTEL SOUTHBANK
267 Grey Street, South Brisbane QLD 4101

COST
\$109 (including GST) per Hotel
(QHA Members)
\$119 (including GST) per Hotel
(Non-QHA Members)

REGISTER ONLINE, VIA THE QHA SHOP
www.qha.org.au/events

ENQUIRIES
Tom Fitzgerald
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WHO SHOULD ATTEND?

- General Managers
- Directors of Sales and Marketing
- Revenue/Yield Managers
- Rooms Division Managers
- Front Office Managers
- Sales Managers
- Reservation Managers
- Business Development Executives and Managers

