

2025 CMAA Achiever Awards and Symposium

DATE: Friday, September 12, 2025
LOCATION: Ultimo, New South Wales, AU

Event Description

2025 CMAA Achiever Awards and Symposium is a premier festivals event in Ultimo. 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: festivals

Importance Rank: 55/100

Expected Attendance: 1,843 people

Event ID: C3iX7UN39Daa9DxtDz

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 737 across all properties

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

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