

# \$4 for 4 weeks. No joining fee. Annual SALE at Plus Fitness 24/7 Balgowlah

DATE: Sunday, August 24, 2025  
LOCATION: Balgowlah, New South Wales, AU

---

## Event Description

\$4 for 4 weeks. No joining fee. Annual SALE at Plus Fitness 24/7 Balgowlah is a premier expos event in Balgowlah. 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:** 65/100

**Expected Attendance:** 5,352 people

**Event ID:** 9Nin5bXpeaabw2bsdu

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,141 across all properties

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

---