

# A Century of Rice: Honouring our Past, Growing the Future

DATE: Sunday, August 31, 2025  
LOCATION: Leeton, New South Wales, AU

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## Event Description

A Century of Rice: Honouring our Past, Growing the Future is a premier expos event in Leeton. 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:** 46/100

**Expected Attendance:** 613 people

**Event ID:** CogjtZLwdmq7F8URpG

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 245 across all properties

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

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