

Annabel Trends Warehouse Sale

DATE: Wednesday, November 12, 2025
LOCATION: Burleigh Heads, Queensland, AU

Event Description

Annabel Trends Warehouse Sale is a premier expos event in Burleigh Heads. 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: 56/100

Expected Attendance: 2,040 people

Event ID: BVSoDrv6C8ARRam25Z

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 816 across all properties

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