

APT and Travelmarvel's Free Travel Event – Alexandra Hills

DATE: Wednesday, August 20, 2025
LOCATION: Alexandra Hills, Queensland, AU

Event Description

APT and Travelmarvel's Free Travel Event – Alexandra Hills is a premier expos event in Alexandra Hills. 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: 44/100

Expected Attendance: 481 people

Event ID: 9nmSNHbzNsfcAJLz7f

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 192 across all properties

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

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Document generated on 6/4/2026, 4:20:46 PM