APT and Travelmarvel’s Free Travel Event - Darwin

DATE: Monday, August 18, 2025
LOCATION: Eaton, Northern Territory, AU

Event Description

APT and Travelmarvel’s Free Travel Event - Darwin is a premier expos event in Eaton. 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: 41/100
Expected Attendance: 358 people
Event ID: EkYZgaisYQaeBiEGm6

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 143 across all properties

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