

APT and Travelmarvel's Free Travel Event – Essendon

DATE: Wednesday, August 20, 2025
LOCATION: Essendon Fields, Victoria, AU

Event Description

APT and Travelmarvel's Free Travel Event – Essendon is a premier expos event in Essendon Fields. 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: 45/100

Expected Attendance: 592 people

Event ID: 4VriTXnJfm5dNA85N2

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 237 across all properties

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

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