

APT and Travelmarvel's Free Travel Event – Frankston

DATE: Monday, September 1, 2025
LOCATION: Frankston, Victoria, AU

Event Description

APT and Travelmarvel's Free Travel Event – Frankston is a premier expos event in Frankston. 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: 48/100

Expected Attendance: 800 people

Event ID: 8b4Gi8Y7wj4AVKf9aA

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 320 across all properties

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

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