

APT and Travelmarvel's Free Travel Event – Launceston

DATE: Tuesday, September 9, 2025
LOCATION: Prospect Vale, Tasmania, AU

Event Description

APT and Travelmarvel's Free Travel Event – Launceston is a premier expos event in Prospect Vale. 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: 767 people

Event ID: 7hWuxoRQ23bad8MXnh

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: 307 across all properties

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