

BMS Garden Expo & One Day Sale

DATE: Friday, October 10, 2025
LOCATION: Darling Heights, Queensland, AU

Event Description

BMS Garden Expo & One Day Sale is a premier expos event in Darling Heights. 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: 46/100

Expected Attendance: 649 people

Event ID: ABvnddh7HFWP5JBhbU

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 260 across all properties

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

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