

# BMW R 1300 R, RS & RT Launch – Canberra BMW Motorrad

DATE: Wednesday, October 8, 2025  
LOCATION: Phillip, Australian Capital Territory, AU

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## Event Description

BMW R 1300 R, RS & RT Launch – Canberra BMW Motorrad is a premier expos event in Phillip. 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:** 43/100

**Expected Attendance:** 457 people

**Event ID:** FVfBwhVcEs7sCbwk5F

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 183 across all properties

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