

Brooch Club - September 20th Meet Up - SquarePeg Studios - Marrickville

DATE: Friday, September 19, 2025
LOCATION: Marrickville, New South Wales, AU

Event Description

Brooch Club - September 20th Meet Up - SquarePeg Studios - Marrickville is a premier expos event in Marrickville. 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: 611 people
Event ID: 9cDHT86zwHYcCnG6iD

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: 244 across all properties

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