

Call Out: Second-Hand Market Stallholders – Perk Up Byron

DATE: Saturday, August 30, 2025
LOCATION: Byron Bay, New South Wales, AU

Event Description

Call Out: Second-Hand Market Stallholders – Perk Up Byron is a premier expos event in Byron Bay. 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: 467 people

Event ID: EUDTFNp8eMSHyunque

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: 187 across all properties

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

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