

Canberra Buy Swap & Sell - Spring Exhibition & Rose Show

DATE: Friday, November 14, 2025
LOCATION: Nicholls, Australian Capital Territory, AU

Event Description

Canberra Buy Swap & Sell - Spring Exhibition & Rose Show is a premier expos event in Nicholls. 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: 58/100
Expected Attendance: 2,441 people
Event ID: DiS7YSUvn2NJ2aqpAQ

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 976 across all properties

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