

COUNTRY CHANGE EXPO WAGGA WAGGA

DATE: Friday, September 12, 2025
LOCATION: Wagga Wagga, New South Wales, AU

Event Description

COUNTRY CHANGE EXPO WAGGA WAGGA is a premier expos event in Wagga Wagga. 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: 49/100

Expected Attendance: 849 people

Event ID: 8NscYdargj2JRuTWjC

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 340 across all properties

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