

Festive special Exhibition

DATE: Friday, September 12, 2025
LOCATION: Point Cook, Victoria, AU

Event Description

Festive special Exhibition is a premier expos event in Point Cook. 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: 57/100

Expected Attendance: 2,224 people

Event ID: D3wci5pqeyfdcFtBBE

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 890 across all properties

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