

FIRST LOOK: THE FIRST-EVER SIDE-BY-SIDE SDA HOMES — NEXT-GEN INDEPENDENCE

DATE: Wednesday, August 27, 2025
LOCATION: Armstrong Creek, Victoria, AU

Event Description

FIRST LOOK: THE FIRST-EVER SIDE-BY-SIDE SDA HOMES — NEXT-GEN INDEPENDENCE is a premier expos event in Armstrong Creek. 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: 40/100
Expected Attendance: 323 people
Event ID: 56bh6e227HbZd6ph5M

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 129 across all properties

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