

Floor Talk: Maree Clarke, Seeing the Invisible

DATE: Wednesday, October 8, 2025
LOCATION: Canberra, Australian Capital Territory, AU

Event Description

Floor Talk: Maree Clarke, Seeing the Invisible is a premier expos event in Canberra. 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: 51/100

Expected Attendance: 1,090 people

Event ID: 8cH62gWrNshK9HbcUX

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 436 across all properties

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