

Forever By the Bay - The Brighton Sydney Wedding Showcase

DATE: Wednesday, October 29, 2025
LOCATION: Brighton-Le-Sands, New South Wales, AU

Event Description

Forever By the Bay - The Brighton Sydney Wedding Showcase is a premier expos event in Brighton-Le-Sands. 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: 39/100

Expected Attendance: 269 people

Event ID: 3nrVc4K6fstWhdxepU

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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