

# Gallop Through the Ages: A Timeless Lladró Horse Exhibition

DATE: Friday, August 22, 2025  
LOCATION: The Rocks, New South Wales, AU

## Event Description

Gallop Through the Ages: A Timeless Lladró Horse Exhibition is a premier expos event in The Rocks. 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:** 48/100

**Expected Attendance:** 818 people

**Event ID:** 7H93Qz8LKwXLXuUWBL

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 327 across all properties

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