

Garrett Leight California Optical Eyewear VIP Event

DATE: Wednesday, October 15, 2025
LOCATION: Canberra, Australian Capital Territory, AU

Event Description

Garrett Leight California Optical Eyewear VIP Event 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: 54/100

Expected Attendance: 1,624 people

Event ID: G7Sg6Rx4t2Fod5Wg5f

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 650 across all properties

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

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