

Glam & Glow

DATE: Friday, September 5, 2025
LOCATION: Blacktown, New South Wales, AU

Event Description

Glam & Glow is a premier expos event in Blacktown. 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: 53/100

Expected Attendance: 1,392 people

Event ID: B6n3KWJbmi3BRkvNnp

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 557 across all properties

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