

Globus family of brands: 2026 Departure Lounge - Launceston

DATE: Wednesday, October 22, 2025
LOCATION: Launceston, Tasmania, AU

Event Description

Globus family of brands: 2026 Departure Lounge - Launceston is a premier expos event in Launceston. 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: 276 people

Event ID: 3YNCaRFWs4KD9d3sLX

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: 110 across all properties

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