

ICN Showcase: Discover our services

DATE: Monday, October 20, 2025
LOCATION: Nhulunbuy, Northern Territory, AU

Event Description

ICN Showcase: Discover our services is a premier expos event in Nhulunbuy. 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: 49/100

Expected Attendance: 864 people

Event ID: BgXL7Nr2Qq6K6PDVBJ

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 346 across all properties

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