

IICA Technology Expo Hobart

DATE: Wednesday, November 12, 2025

LOCATION: Sandy Bay, Tasmania, AU

Event Description

IICA Technology Expo Hobart is a premier expos event in Sandy Bay. 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: 45/100

Expected Attendance: 574 people

Event ID: EWNqnybxE7s5sjBRnc

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 230 across all properties

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