

Illustrating Australian Reptiles with Zoe Lawrence (NEW!)

DATE: Friday, November 28, 2025
LOCATION: Griffith, Australian Capital Territory, AU

Event Description

Illustrating Australian Reptiles with Zoe Lawrence (NEW!) is a premier expos event in Griffith. 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: 1,588 people
Event ID: 5QSBYdELFCLK65Jdg8

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: 635 across all properties

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