

It's Showtime - National Barbie Collector's Convention Australia

DATE: Thursday, August 21, 2025
LOCATION: Mascot, New South Wales, AU

Event Description

It's Showtime - National Barbie Collector's Convention Australia is a premier community event in Mascot. 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: community

Importance Rank: 33/100

Expected Attendance: 146 people

Event ID: BsPKHb9H5c2KDypkGs

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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