

# LaFont & Woodys Eyewear VIP Event

DATE: Wednesday, October 22, 2025

LOCATION: Balwyn, Victoria, AU

## Event Description

LaFont & Woodys Eyewear VIP Event is a premier expos event in Balwyn. 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:** 44/100

**Expected Attendance:** 527 people

**Event ID:** HZMrY6oQRwQUhr8xCT

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 211 across all properties

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