

LAUNCH EVENT: Playing with Leaves - Mario Sanchez

DATE: Thursday, September 18, 2025
LOCATION: Kyogle, New South Wales, AU

Event Description

LAUNCH EVENT: Playing with Leaves - Mario Sanchez is a premier expos event in Kyogle. 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: 50/100
Expected Attendance: 984 people
Event ID: Cd7gWzDP59gHREwUkN

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 394 across all properties

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