

# LEGO, Staycays & Nostalgia at Pullman Sydney Hyde Park & Australian Museum

DATE: Friday, August 15, 2025  
LOCATION: Sydney, New South Wales, AU

## Event Description

LEGO, Staycays & Nostalgia at Pullman Sydney Hyde Park & Australian Museum is a premier expos event in Sydney. 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:** 49/100

**Expected Attendance:** 905 people

**Event ID:** AViBqjclF8QCtbqPqJ

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 362 across all properties

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