

MAPBM Seminar with Douglas Kahn: Solarception: Not seeing blue in a second sense in the eye

DATE: Thursday, September 4, 2025
LOCATION: Wentworth Falls, New South Wales, AU

Event Description

MAPBM Seminar with Douglas Kahn: Solarception: Not seeing blue in a second sense in the eye is a premier expos event in Wentworth Falls. 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: 43/100

Expected Attendance: 473 people

Event ID: AupFp7fcejcH4Bu4Vp

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: 189 across all properties

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

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