

# Neon Lens: Photography Workshop with Demas Rusli

DATE: Saturday, August 16, 2025  
LOCATION: The Rocks, New South Wales, AU

## Event Description

Neon Lens: Photography Workshop with Demas Rusli is a premier expos event in The Rocks. 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:** 59/100  
**Expected Attendance:** 2,702 people  
**Event ID:** 8v6NEd52Xq4vW3RW8W

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,081 across all properties

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