

One Hundred Variations on A Theme & Other Stories | Edwardo Milan

DATE: Friday, September 5, 2025
LOCATION: Hamilton North, New South Wales, AU

Event Description

One Hundred Variations on A Theme & Other Stories | Edwardo Milan is a premier expos event in Hamilton North. 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: 52/100
Expected Attendance: 1,239 people
Event ID: HsHC9edeyV8ibSqMEg

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 496 across all properties

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

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