

# Opening Night – 'Rewriting Landscapes'

DATE: Friday, October 24, 2025  
LOCATION: Adelaide, South Australia, AU

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## Event Description

Opening Night – 'Rewriting Landscapes' is a premier expos event in Adelaide. 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:** 60/100

**Expected Attendance:** 3,309 people

**Event ID:** 7r5BQjiJXb2SJFMrDF

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,324 across all properties

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

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Document generated on 6/4/2026, 1:12:15 AM