

Orange - Leica TS20 Launch Event

DATE: Tuesday, November 18, 2025
LOCATION: Orange, New South Wales, AU

Event Description

Orange - Leica TS20 Launch Event is a premier expos event in Orange. 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: 47/100

Expected Attendance: 687 people

Event ID: CdFKnQF7sm65NZbuzF

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 275 across all properties

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