

Paralian (McLaren Vale) - New release tasting

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

Event Description

Paralian (McLaren Vale) - New release tasting is a premier expos event in Paddington. 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: 53/100

Expected Attendance: 1,489 people

Event ID: 8axje5cZFDrsUHQVDR

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 596 across all properties

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