

SALA Exhibition @ The Brae Dawesley

DATE: Friday, August 29, 2025
LOCATION: Dawesley, South Australia, AU

Event Description

SALA Exhibition @ The Brae Dawesley is a premier expos event in Dawesley. 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: 3,098 people

Event ID: 4BSqjt6NDGbw dhCJf6

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: 1,239 across all properties

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

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