Second Life Markets: Canberra Aug 17th

DATE: Saturday, August 16, 2025
LOCATION: Fyshwick, Australian Capital Territory, AU

Event Description

Second Life Markets: Canberra Aug 17th is a premier expos event in Fyshwick. 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: 50/100
Expected Attendance: 1,032 people
Event ID: 9M2czTMjzfdH6pM9yA

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 413 across all properties

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