

September Exhibitions Launch Event

DATE: Wednesday, August 20, 2025
LOCATION: Ballina, New South Wales, AU

Event Description

September Exhibitions Launch Event is a premier expos event in Ballina. 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: 45/100

Expected Attendance: 560 people

Event ID: BHds8FUM9LRoQa2kfj

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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