

# September's Sister's Networking - Business Expo

DATE: Wednesday, September 24, 2025  
LOCATION: Mermaid Waters, Queensland, AU

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## Event Description

September's Sister's Networking - Business Expo is a premier expos event in Mermaid Waters. 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:** 44/100

**Expected Attendance:** 529 people

**Event ID:** FPUdyp5j6TQRJqYA7X

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 212 across all properties

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

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