

(SHOPPING FEST)DAZZLE N DEALS

Where Glam meets Savings

DATE: Friday, September 26, 2025
LOCATION: Dean Park, New South Wales, AU

Event Description

(SHOPPING FEST)DAZZLE N DEALS Where Glam meets Savings is a premier festivals event in Dean Park. 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: festivals

Importance Rank: 53/100

Expected Attendance: 1,470 people

Event ID: ABoopdLTpi9oXm8iAm

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: 588 across all properties

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