

Sip Sample Scan

DATE: Wednesday, October 15, 2025
LOCATION: Mareeba, Queensland, AU

Event Description

Sip Sample Scan is a premier expos event in Mareeba. 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: 36/100

Expected Attendance: 195 people

Event ID: 8Tvect4LB2T7MDUzb3

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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