

# Skills Expo

DATE: Wednesday, September 10, 2025

LOCATION: Carlton, Victoria, AU

---

## Event Description

Skills Expo is a premier expos event in Carlton. 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:** 51/100

**Expected Attendance:** 1,092 people

**Event ID:** 4yexQbfJFRbpdAHTgd

## 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:** 437 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/skills-expo>

Document generated on 6/3/2026, 10:24:57 PM