

# SOCKTACULA! Opening and Awards

DATE: Friday, September 5, 2025  
LOCATION: Lemon Tree Passage, New South Wales, AU

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## Event Description

SOCKTACULA! Opening and Awards is a premier expos event in Lemon Tree Passage. 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:** 55/100

**Expected Attendance:** 1,821 people

**Event ID:** 5GaCNCUTEWhbspS5CJ

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 728 across all properties

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

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