

Sparks in the Dark - Veterans and Defence Family Gathering

DATE: Friday, August 15, 2025
LOCATION: Brunswick, Victoria, AU

Event Description

Sparks in the Dark - Veterans and Defence Family Gathering is a premier expos event in Brunswick. 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: 60/100
Expected Attendance: 3,332 people
Event ID: AJL4ML2V6gqnLf536C

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,333 across all properties

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