

Specialized Trail Days, supported by Bike Society, Will Ride & Bicycle Fix

DATE: Friday, August 22, 2025
LOCATION: Lenswood, South Australia, AU

Event Description

Specialized Trail Days, supported by Bike Society, Will Ride & Bicycle Fix is a premier expos event in Lenswood. 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: 43/100
Expected Attendance: 451 people
Event ID: EZLtGvdRRJ26SMY5Ax

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 180 across all properties

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