

Sun Sand & Sea - LEGO Workshop

DATE: Friday, September 12, 2025
LOCATION: Surfers Paradise, Queensland, AU

Event Description

Sun Sand & Sea - LEGO Workshop is a premier expos event in Surfers Paradise. 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: 1,064 people

Event ID: HTAkQp77fkWeh9aCDi

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: 426 across all properties

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