

Sydney - Leica TS20 Launch Event

DATE: Tuesday, October 28, 2025
LOCATION: Eastlakes, New South Wales, AU

Event Description

Sydney - Leica TS20 Launch Event is a premier expos event in Eastlakes. 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: 53/100

Expected Attendance: 1,480 people

Event ID: 9rr5DFUrcWn7KpkKC8

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 592 across all properties

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