

# THE CROSSING Exhibition Opening

DATE: Thursday, October 30, 2025  
LOCATION: Norwood, South Australia, AU

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## Event Description

THE CROSSING Exhibition Opening is a premier expos event in Norwood. 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:** 49/100

**Expected Attendance:** 930 people

**Event ID:** E8M3ZTKYp6aueDtbu

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 372 across all properties

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

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Document generated on 6/4/2026, 12:34:57 AM