

The official opening on 27 September is completely booked out—but don't worry its open till Nov

DATE: Friday, September 26, 2025
LOCATION: Cessnock, New South Wales, AU

Event Description

The official opening on 27 September is completely booked out—but don't worry its open till Nov is a premier expos event in Cessnock. 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: 55/100

Expected Attendance: 1,873 people

Event ID: GoNbEwJkR9PCbPwsEL

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 749 across all properties

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