

The Pleiades Project - Unearthing Power Exhibition

DATE: Tuesday, August 26, 2025
LOCATION: Strathnairn, Australian Capital Territory, AU

Event Description

The Pleiades Project - Unearthing Power Exhibition is a premier expos event in Strathnairn. 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: 52/100
Expected Attendance: 1,248 people
Event ID: 4b6asa5W4DFCLCSeVa

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 499 across all properties

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

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