

The Synergy Between Events and Regional Tourism, Plenary Session, Australian Event Symposium

DATE: Sunday, October 12, 2025
LOCATION: Coffs Harbour, New South Wales, AU

Event Description

The Synergy Between Events and Regional Tourism, Plenary Session, Australian Event Symposium is a premier festivals event in Coffs Harbour. 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: festivals

Importance Rank: 46/100

Expected Attendance: 630 people

Event ID: GiEDhqdSMAhmExRCEi

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 252 across all properties

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