

Things Near Places Dear by Bren Luke

DATE: Friday, September 5, 2025
LOCATION: Smythes Creek, Victoria, AU

Event Description

Things Near Places Dear by Bren Luke is a premier expos event in Smythes Creek. 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: 1,490 people

Event ID: AevrjH9jq97VqUmoCg

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: 596 across all properties

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