

# Tom Ford & Tom Ford Icon Eyewear VIP Event

DATE: Sunday, November 2, 2025  
LOCATION: Elizabeth Bay, New South Wales, AU

## Event Description

Tom Ford & Tom Ford Icon Eyewear VIP Event is a premier expos event in Elizabeth Bay. 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:** 45/100

**Expected Attendance:** 570 people

**Event ID:** 7CYVBF3ksRnBmNthTk

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 228 across all properties

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