

TOWN SQUARE CHRISTMAS MARKET

DATE: Friday, December 19, 2025
LOCATION: Port Macquarie, New South Wales, AU

Event Description

TOWN SQUARE CHRISTMAS MARKET is a premier expos event in Port Macquarie. 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: 54/100

Expected Attendance: 1,561 people

Event ID: 6hSsMR9K8vhMtx8pmT

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 624 across all properties

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