

Unlocking Your Global Opportunities - Export Readiness Program - Parramatta

DATE: Wednesday, October 15, 2025
LOCATION: Parramatta, New South Wales, AU

Event Description

Unlocking Your Global Opportunities - Export Readiness Program - Parramatta is a premier expos event in Parramatta. 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: 48/100
Expected Attendance: 766 people
Event ID: DaV8MZSUBpmvDon83E

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 306 across all properties

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

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