

VIP Shopping Event - Canberra | Style by Wesson: Autumn Winter 2025/26

DATE: Sunday, November 30, 2025
LOCATION: Yarralumla, Australian Capital Territory, AU

Event Description

VIP Shopping Event - Canberra | Style by Wesson: Autumn Winter 2025/26 is a premier expos event in Yarralumla. 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: 33/100
Expected Attendance: 143 people
Event ID: BJAxR3NMZWkr7XWPDS

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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