

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

DATE: Sunday, November 23, 2025  
LOCATION: Sydney, New South Wales, AU

## Event Description

VIP Shopping Event - Sydney | Style by Wesson: Autumn Winter 2025/26 is a premier expos event in Sydney. 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:** 35/100

**Expected Attendance:** 175 people

**Event ID:** 5Hpip6HUesQNpmhrsh

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 70 across all properties

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