

SYDNEY ALERT

ACCOMMODATION CONSTRAINT



IN FOCUS - AUSTRALIA

CLASH OF MAJOR EVENTS AND CONFERENCES TO DRIVE DEMAND OCT-NOV 2018

The 4D hotel sourcing team have their finger on the accommodation pulse. Working with key accommodation players in this busy market, we have coordinated the following table outlining key dates where Sydney may experience a shortage of rooms, largely due to a clash/overlap of large conferences and major events in the harbour city. November is also expected to see constraint as the cruise ship season is in full swing, numerous conferences setup and large concerts set to play out.

4D RECOMMEND



BOOK EARLY TO SECURE ROOMS BEFORE FURTHER PRICE RISES



CONSIDER CBD FRINGE/SUBURBAN LOCATIONS AS AN ALTERNATE

I.E. BROADWAY/CENTRAL, NORTH SYDNEY, MASCOT



PLAN ALTERNATE TRAVEL DATES WHERE POSSIBLE

PEAK PERIOD

9-12 OCTOBER

EDUCATION CONFERENCE
SYDNEY CBD

ENERGY SUMMIT
SYDNEY CBD

MULTIPLE CRUISE SHIPS
SYDNEY CBD

18-25 OCTOBER

CHER CONCERTS
SYDNEY OLYMPIC PARK

X GAMES
SYDNEY SHOWGROUNDS

INVICTUS GAMES
SYDNEY OLYMPIC PARK

MULTIPLE CRUISE SHIPS
SYDNEY CBD

SIBOS - FINANCE CONF.
SYDNEY ICC (CBD)