

20yrs of OZALIWA and 61st Independence Celebration

DATE: Friday, October 24, 2025
LOCATION: Nollamara, Western Australia, AU

Event Description

20yrs of OZALIWA and 61st Independence Celebration is a premier expos event in Nollamara. 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: 44/100

Expected Attendance: 527 people

Event ID: 9Q6ADEMcQ7BSFmACus

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 211 across all properties

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