

Art by Mark Exhibition

DATE: Thursday, September 25, 2025

LOCATION: Surrey Hills, Victoria, AU

Event Description

Art by Mark Exhibition is a premier expos event in Surrey Hills. 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: 64/100

Expected Attendance: 4,767 people

Event ID: GfnFPHRLNG55egYYRa

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,907 across all properties

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

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