

Art Exhibition at The Summit: Insecta Botanica by the Hills Environment Centre

DATE: Monday, October 6, 2025
LOCATION: Norton Summit, South Australia, AU

Event Description

Art Exhibition at The Summit: Insecta Botanica by the Hills Environment Centre is a premier expos event in Norton Summit. 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: 49/100

Expected Attendance: 861 people

Event ID: BFtTpDvaiKPQTHv4zY

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 344 across all properties

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