

ART EXHIBITION by Sue Norman

DATE: Thursday, September 11, 2025
LOCATION: Brighton, South Australia, AU

Event Description

ART EXHIBITION by Sue Norman is a premier expos event in Brighton. 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: 4,733 people

Event ID: EgYVLD73CEEpyurq83

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: 1,893 across all properties

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

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