

ART IN BLOOM - Solo Exhibition by CHERYL WILLCOX

DATE: Friday, August 22, 2025
LOCATION: Newcastle, New South Wales, AU

Event Description

ART IN BLOOM - Solo Exhibition by CHERYL WILLCOX is a premier expos event in Newcastle. 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: 58/100

Expected Attendance: 2,530 people

Event ID: 5osKDbJm8PCjUjbNGa

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,012 across all properties

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