

Ayers of Expression

DATE: Friday, August 22, 2025
LOCATION: Adelaide, South Australia, AU

Event Description

Ayers of Expression is a premier performing-arts event in Adelaide. 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: performing-arts
Importance Rank: 41/100
Expected Attendance: 373 people
Event ID: BtHhUxabFxRq69us4q

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 149 across all properties

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