

# Blooming Art 2025 - 60th Jubilee Celebration

DATE: Thursday, August 21, 2025  
LOCATION: Bunbury, Western Australia, AU

## Event Description

Blooming Art 2025 - 60th Jubilee Celebration is a premier expos event in Bunbury. 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:** 61/100

**Expected Attendance:** 3,612 people

**Event ID:** 8TJ55DB33YAv2RWZMi

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,445 across all properties

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