

Blu Haus at The Old Courthouse

DATE: Friday, December 5, 2025
LOCATION: Seymour, Victoria, AU

Event Description

Blu Haus at The Old Courthouse is a premier expos event in Seymour. 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: 900 people

Event ID: FwNQEXoU42z82hSjsL

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: 360 across all properties

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