

Botanic 2025 - ' Fruiting Bodies' Exhibition by Botanical Art Interest Group Mackay

DATE: Tuesday, October 7, 2025
LOCATION: Mackay, Queensland, AU

Event Description

Botanic 2025 - ' Fruiting Bodies' Exhibition by Botanical Art Interest Group Mackay is a premier expos event in Mackay. 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: 48/100

Expected Attendance: 780 people

Event ID: EJ5MMhEGcewzG8nYpQ

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 312 across all properties

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