

# Botanic Beauty Art exhibition / market in Urrbrae House for Nature Festival 2025

DATE: Saturday, September 27, 2025  
LOCATION: Urrbrae, South Australia, AU

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## Event Description

Botanic Beauty Art exhibition / market in Urrbrae House for Nature Festival 2025 is a premier expos event in Urrbrae. 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:** 62/100  
**Expected Attendance:** 4,084 people  
**Event ID:** Hpvoys97fqsBmX9nPE

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,634 across all properties

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

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