

Boydells X M R A G - Mud to Masterpiece private tour

DATE: Wednesday, November 12, 2025
LOCATION: Pokolbin, New South Wales, AU

Event Description

Boydells X M R A G - Mud to Masterpiece private tour is a premier expos event in Pokolbin. 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: 57/100

Expected Attendance: 2,135 people

Event ID: 4yZL7gq95ijR9X2scB

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 854 across all properties

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