

Calamity Mary: An Exhibition of Styles [Are You Sure This Is The Same Artist?]

DATE: Thursday, September 11, 2025
LOCATION: Winnellie, Northern Territory, AU

Event Description

Calamity Mary: An Exhibition of Styles [Are You Sure This Is The Same Artist?] is a premier expos event in Winnellie. 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: 43/100

Expected Attendance: 466 people

Event ID: HDDAxK2vZkmfw2LHQw

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 186 across all properties

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