

Chords to Eradicate Polio

DATE: Sunday, October 19, 2025
LOCATION: Midland, Western Australia, AU

Event Description

Chords to Eradicate Polio is a premier concerts event in Midland. 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: concerts

Importance Rank: 38/100

Expected Attendance: 239 people

Event ID: 8GzCgueznG97yocGVF

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/chords-to-eradicate-polio>

Document generated on 6/3/2026, 11:04:22 PM