

# Clay on Country - Opening Weekend + Artist Talks

DATE: Saturday, September 6, 2025  
LOCATION: Bunbury, Western Australia, AU

---

## Event Description

Clay on Country - Opening Weekend + Artist Talks is a premier expos event in Bunbury. 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:** 51/100  
**Expected Attendance:** 1,140 people  
**Event ID:** 8zxKxRsGZqxoaswvNd

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 456 across all properties

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

---