

Community of Mugs: Cups for Pete

DATE: Friday, November 14, 2025
LOCATION: Ballarat Central, Victoria, AU

Event Description

Community of Mugs: Cups for Pete is a premier expos event in Ballarat Central. 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: 52/100

Expected Attendance: 1,308 people

Event ID: ECj7qCQ3Xmy3aDss7v

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 523 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/community-of-mugs-cups-for-pete>

Document generated on 6/4/2026, 12:01:30 PM