

Craft Week Special: ShopMAC - Makers in residence

DATE: Saturday, October 11, 2025
LOCATION: Booragul, New South Wales, AU

Event Description

Craft Week Special: ShopMAC - Makers in residence is a premier expos event in Booragul. 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: 49/100

Expected Attendance: 936 people

Event ID: ggmi6GBmKmCeaapjX9

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 374 across all properties

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