

“Creatures from the In-Between” a joint exhibition by Trish Donald & Raph Roberts

DATE: Thursday, September 18, 2025
LOCATION: Armidale, New South Wales, AU

Event Description

“Creatures from the In-Between” a joint exhibition by Trish Donald & Raph Roberts is a premier expos event in Armidale. 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: 47/100
Expected Attendance: 711 people
Event ID: 6YXux5MfR6rUPsypSW

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 284 across all properties

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