

# Earth and Fire - Geelong Potters Exhibition

DATE: Tuesday, September 9, 2025

LOCATION: Curlewis, Victoria, AU

## Event Description

Earth and Fire - Geelong Potters Exhibition is a premier expos event in Curlewis. 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:** 908 people

**Event ID:** FXU2uzVqgFgo7HWPZc

## 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:** 363 across all properties

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