

Eighty Years of Earth, Clay & Fire: The Enduring Story of Robert Gordon Pottery exhibition

DATE: Friday, September 5, 2025
LOCATION: Pakenham, Victoria, AU

Event Description

Eighty Years of Earth, Clay & Fire: The Enduring Story of Robert Gordon Pottery exhibition is a premier expos event in Pakenham. 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: 857 people

Event ID: Hu8sF7Vpe2BuZJwSmM

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: 343 across all properties

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