

Ellen Briggs' "Mid-Life Mayhem" - Guildford

DATE: Wednesday, November 12, 2025
LOCATION: Guildford, Western Australia, AU

Event Description

Ellen Briggs' "Mid-Life Mayhem" - Guildford is a premier performing-arts event in Guildford. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 32q43DJUH82Aw6dtCe

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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