

Enniful X Mapplethorpe BIFB Exhibition

DATE: Friday, September 19, 2025
LOCATION: Ballarat Central, Victoria, AU

Event Description

Enniful X Mapplethorpe BIFB Exhibition is a premier expos event in Ballarat Central. 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: 46/100

Expected Attendance: 646 people

Event ID: 7Ryhg7aEvYd3FTvo4U

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 258 across all properties

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