

# EXHIBITION - 'A Beach a Week' by Steph Ball and YP Artists

DATE: Sunday, August 17, 2025  
LOCATION: Warooka, South Australia, AU

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## Event Description

EXHIBITION - 'A Beach a Week' by Steph Ball and YP Artists is a premier expos event in Warooka. 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:** 57/100  
**Expected Attendance:** 2,353 people  
**Event ID:** AQw8gmciZZkaDJbcHD

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 941 across all properties

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

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