

Exhibition by Avril Thomas at Magpie Springs

DATE: Friday, August 22, 2025
LOCATION: Willunga Hill, South Australia, AU

Event Description

Exhibition by Avril Thomas at Magpie Springs is a premier expos event in Willunga Hill. 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: 639 people

Event ID: GckCe3g9HWSYuWyEY9

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: 256 across all properties

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