

EXHIBITION | One Mob

DATE: Sunday, August 17, 2025
LOCATION: South Hedland, Western Australia, AU

Event Description

EXHIBITION | One Mob is a premier expos event in South Hedland. 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: 51/100

Expected Attendance: 1,115 people

Event ID: 7EixW8RjL4GfWRvd3m

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 446 across all properties

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