

EXHIBITION OPENING – AUNTY LILA KIRBY: JOURNEYS

DATE: Friday, September 19, 2025
LOCATION: Woy Woy, New South Wales, AU

Event Description

EXHIBITION OPENING – AUNTY LILA KIRBY: JOURNEYS is a premier expos event in Woy Woy. 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: 61/100

Expected Attendance: 3,389 people

Event ID: DNoRjgpAtxWLkCQMt8

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,356 across all properties

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