

Exhibition: The Art of Gold - Treasures form the National Gallery of Australia

DATE: Wednesday, August 27, 2025
LOCATION: Maryborough, Victoria, AU

Event Description

Exhibition: The Art of Gold - Treasures form the National Gallery of Australia is a premier expos event in Maryborough. 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: 47/100

Expected Attendance: 740 people

Event ID: 9vFHf28a6WQABTV9ax

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 296 across all properties

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