

EXPERIENCE PEEL PAINT OUT #4 - MARY STREET LAGOON

DATE: Thursday, September 25, 2025
LOCATION: Halls Head, Western Australia, AU

Event Description

EXPERIENCE PEEL PAINT OUT #4 - MARY STREET LAGOON is a premier festivals event in Halls Head. 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: festivals

Importance Rank: 43/100

Expected Attendance: 431 people

Event ID: HrowkzCzaPXsLTjLGA

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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