

Follow the lens - BHAЕ photography meet-up (June meet up moved to 4pm - details in event)

DATE: Saturday, August 30, 2025
LOCATION: Broken Hill, New South Wales, AU

Event Description

Follow the lens - BHAЕ photography meet-up (June meet up moved to 4pm - details in event) is a premier expos event in Broken 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: 43/100

Expected Attendance: 439 people

Event ID: 4LCxE7dNwgamRFzzny

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: 176 across all properties

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