

Futures Lab Festival

DATE: Friday, November 14, 2025
LOCATION: Midland, Western Australia, AU

Event Description

Futures Lab Festival is a premier expos event in Midland. 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: 35/100
Expected Attendance: 171 people
Event ID: 7VCmWLXwSoySK2RTkY

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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