

Hello Sunday! Soft Pastels with Allison 17 August at 3pm

DATE: Sunday, August 17, 2025
LOCATION: Armadale, Western Australia, AU

Event Description

Hello Sunday! Soft Pastels with Allison 17 August at 3pm is a premier community event in Armadale. 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: community

Importance Rank: 22/100

Expected Attendance: 42 people

Event ID: AeUL7YT8QcQ7hUtav2

Hotel Demand Indicators

ADR Impact Index: 3.4x 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: 17 across all properties

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