

Ikebana Mjni Workshop 2

DATE: Saturday, October 18, 2025
LOCATION: Armidale, New South Wales, AU

Event Description

Ikebana Mjni Workshop 2 is a premier expos event in Armidale. 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: 54/100

Expected Attendance: 1,506 people

Event ID: 34SpqN23PYayaW8SZN

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 602 across all properties

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

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