

Iluka Visions 2025 Opening + Awards Event

DATE: Saturday, August 30, 2025
LOCATION: Bunbury, Western Australia, AU

Event Description

Iluka Visions 2025 Opening + Awards Event is a premier expos event in Bunbury. 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: 440 people

Event ID: 6zYE2iBAhahymeVHwZ

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.