

Lagoons Gallery Exhibition - 'Whispers of Deep Connections' by Kathleen Norris

DATE: Friday, August 29, 2025
LOCATION: West Mackay, Queensland, AU

Event Description

Lagoons Gallery Exhibition - 'Whispers of Deep Connections' by Kathleen Norris is a premier expos event in West Mackay. 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: 44/100

Expected Attendance: 516 people

Event ID: F3sMN3UBtTGSQN5D3y

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: 206 across all properties

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