

Linen and Lace: An exhibition thourhg the decades

DATE: Friday, October 24, 2025
LOCATION: Ballarat Central, Victoria, AU

Event Description

Linen and Lace: An exhibition thourhg the decades is a premier expos event in Ballarat Central. 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: 52/100

Expected Attendance: 1,271 people

Event ID: 3EvkiW8zbVCnXJvbQY

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 508 across all properties

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