

Margaret River Region Open Studios at Origins Market

DATE: Friday, September 12, 2025
LOCATION: West Busselton, Western Australia, AU

Event Description

Margaret River Region Open Studios at Origins Market is a premier expos event in West Busselton. 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: 45/100

Expected Attendance: 551 people

Event ID: H53jAVWJk574CAxXCA

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 220 across all properties

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