

MAUA FASHION POP-UP

DATE: Friday, November 7, 2025
LOCATION: Girrawheen, Western Australia, AU

Event Description

MAUA FASHION POP-UP is a premier expos event in Girrawheen. 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: 47/100

Expected Attendance: 693 people

Event ID: DjShPA3XQh7E6UTNXn

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 277 across all properties

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