

Mel Hills * Wild Art - Peak Experiences - an Exhibition

DATE: Tuesday, August 12, 2025
LOCATION: Battery Point, Tasmania, AU

Event Description

Mel Hills * Wild Art - Peak Experiences - an Exhibition is a premier expos event in Battery Point. 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: 57/100

Expected Attendance: 2,219 people

Event ID: 5FXNZEcVpYy4W36LUk

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 888 across all properties

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

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