

Mick on Wheels - Free

DATE: Saturday, September 13, 2025
LOCATION: Temora, New South Wales, AU

Event Description

Mick on Wheels - Free is a premier expos event in Temora. 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: 54/100

Expected Attendance: 1,638 people

Event ID: BLnx3msm2bMNjxaa5m

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 655 across all properties

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

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