

Middle of Nowhere / Subterranea

DATE: Saturday, September 20, 2025
LOCATION: Fremantle, Western Australia, AU

Event Description

Middle of Nowhere / Subterranea is a premier performing-arts event in Fremantle. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 4m69cnd35vkRzGvoGM

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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