

Mullins Conceptual Photography Prize Exhibition Launch

DATE: Friday, August 22, 2025
LOCATION: Muswellbrook, New South Wales, AU

Event Description

Mullins Conceptual Photography Prize Exhibition Launch is a premier expos event in Muswellbrook. 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: 55/100

Expected Attendance: 1,845 people

Event ID: Cw7crxTLBmVE4sQ5qb

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 738 across all properties

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