

NAIDOC EXHIBITION CLOSING EVENT

DATE: Sunday, August 24, 2025
LOCATION: Midland, Western Australia, AU

Event Description

NAIDOC EXHIBITION CLOSING EVENT is a premier expos event in Midland. 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: 41/100

Expected Attendance: 346 people

Event ID: 5etctM7avXczseB4T6

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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

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