

# Nests: The Bird's Abode - Terry and Michelle Jarvis

DATE: Thursday, October 2, 2025  
LOCATION: Wedderburn, Victoria, AU

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## Event Description

Nests: The Bird's Abode - Terry and Michelle Jarvis is a premier expos event in Wedderburn. 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:** 64/100

**Expected Attendance:** 5,241 people

**Event ID:** GCmfnpJQJzbG8RP8cq

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,096 across all properties

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

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