

Oceania Nail Championships and Nail Expo - sponsored by Planet Nails

DATE: Saturday, November 1, 2025
LOCATION: Morley, Western Australia, AU

Event Description

Oceania Nail Championships and Nail Expo - sponsored by Planet Nails is a premier expos event in Morley. 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: 60/100
Expected Attendance: 3,101 people
Event ID: BtPeREWnRNDS3bVZnx

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,240 across all properties

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