

Opening Event: Anne Middleton Beyond Feeling: the texture of time

DATE: Friday, October 17, 2025
LOCATION: Horsham, Victoria, AU

Event Description

Opening Event: Anne Middleton Beyond Feeling: the texture of time is a premier expos event in Horsham. 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: 52/100
Expected Attendance: 1,263 people
Event ID: Fx7dvXzWpg2DNHiG94

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 505 across all properties

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