

Opening Function - Chasing the Light - by Gerald Ashcroft.

DATE: Friday, September 5, 2025
LOCATION: Busselton, Western Australia, AU

Event Description

Opening Function - Chasing the Light - by Gerald Ashcroft. is a premier expos event in Busselton. 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: 44/100

Expected Attendance: 501 people

Event ID: 6DJ8ACT7cN8uTWxpo4

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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