

# Retro Lamp Exhibition - textile artist Marlene Rees

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

---

## Event Description

Retro Lamp Exhibition - textile artist Marlene Rees is a premier expos event in Bruthen. 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:** 46/100

**Expected Attendance:** 597 people

**Event ID:** 9Un9PekN8kBABi6pV6

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 239 across all properties

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

---