

SALTED - Exhibition opening night. Sarah Doyle & Kirsten Dunkley

DATE: Thursday, September 25, 2025
LOCATION: Apollo Bay, Victoria, AU

Event Description

SALTED - Exhibition opening night. Sarah Doyle & Kirsten Dunkley is a premier expos event in Apollo Bay. 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: 49/100

Expected Attendance: 887 people

Event ID: 6FUdGSiu2FNVULFJBK

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 355 across all properties

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