

SHC P&F Night Market featuring the Visual Art Exhibition & Media Showcase

DATE: Thursday, November 13, 2025
LOCATION: Sorrento, Western Australia, AU

Event Description

SHC P&F Night Market featuring the Visual Art Exhibition & Media Showcase is a premier expos event in Sorrento. 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: 50/100

Expected Attendance: 991 people

Event ID: FHxDPP5ftXymDJxpv

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 396 across all properties

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