

The Bird and the Brush Art Exhibition

DATE: Wednesday, October 22, 2025
LOCATION: Morpeth, New South Wales, AU

Event Description

The Bird and the Brush Art Exhibition is a premier expos event in Morpeth. 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: 62/100

Expected Attendance: 3,872 people

Event ID: GMA2XcP8eyKvfa5r67

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,549 across all properties

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