

The Good, The True, & The Beautiful: A Halloween art exhibition by the Small Sisters

DATE: Tuesday, October 28, 2025
LOCATION: Chippendale, New South Wales, AU

Event Description

The Good, The True, & The Beautiful: A Halloween art exhibition by the Small Sisters is a premier expos event in Chippendale. 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: 52/100
Expected Attendance: 1,275 people
Event ID: AcG2U7vMNjjM4Y2NAU

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 510 across all properties

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