

The Midas Touch - Australasian Porcelain Art Teachers of WA - Biannual Exhibition

DATE: Tuesday, November 18, 2025
LOCATION: Busselton, Western Australia, AU

Event Description

The Midas Touch - Australasian Porcelain Art Teachers of WA - Biannual Exhibition is a premier expos event in Busselton. 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: 51/100
Expected Attendance: 1,101 people
Event ID: 3NXFd7nsk7vfaynTZt

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: 440 across all properties

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