

The Rural Movement Health & Wellness Expo

DATE: Friday, October 17, 2025
LOCATION: Northam, Western Australia, AU

Event Description

The Rural Movement Health & Wellness Expo is a premier expos event in Northam. 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: 54/100

Expected Attendance: 1,586 people

Event ID: 9h8KYgXevZTUcf7jTD

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 634 across all properties

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