

Thipe-akerte (About Birds) Exhibition Opening

DATE: Saturday, September 13, 2025
LOCATION: The Gap, Northern Territory, AU

Event Description

Thipe-akerte (About Birds) Exhibition Opening is a premier expos event in The Gap. 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: 39/100

Expected Attendance: 297 people

Event ID: 3e3UrZCDn4fjp4jhAx

Hotel Demand Indicators

ADR Impact Index: 4.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 119 across all properties

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