

# Tone It Down: Still Life in Muted Colour - School Holiday Program

DATE: Thursday, October 9, 2025  
LOCATION: Wollongong, New South Wales, AU

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## Event Description

Tone It Down: Still Life in Muted Colour - School Holiday Program is a premier expos event in Wollongong. 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:** 47/100  
**Expected Attendance:** 738 people  
**Event ID:** 7sBM7f4qn3XDSnNQsg

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 295 across all properties

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

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