

# WA Small Business Day Expo

DATE: Friday, October 24, 2025  
LOCATION: Walmsley, Western Australia, AU

---

## Event Description

WA Small Business Day Expo is a premier expos event in Walmsley. 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:** 50/100

**Expected Attendance:** 997 people

**Event ID:** FfTydiAXwqS5gCZHJR

## 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:** 399 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/wa-small-business-day-expo>

Document generated on 6/4/2026, 5:11:44 AM