

Whim Festival 2025

DATE: Saturday, October 25, 2025
LOCATION: Mount Helena, Western Australia, AU

Event Description

Whim Festival 2025 is a premier expos event in Mount Helena. 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: 1,652 people

Event ID: HCyaEB9ria8UknS2Vs

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: 661 across all properties

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