

Zela Bissett's 'Inspired by Nature' Exhibition Opening

DATE: Thursday, October 2, 2025
LOCATION: Maryborough, Queensland, AU

Event Description

Zela Bissett's 'Inspired by Nature' Exhibition Opening is a premier expos event in Maryborough. 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: 48/100

Expected Attendance: 817 people

Event ID: 6V7ykDo8aAZhJpmCxT

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 327 across all properties

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