

ADM Townsville Defence Forum

DATE: Tuesday, August 19, 2025
LOCATION: Townsville City, Queensland, AU

Event Description

ADM Townsville Defence Forum is a premier conferences event in Townsville City. 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: conferences

Importance Rank: 40/100

Expected Attendance: 300 people

Event ID: HbKaR22rtnbDDW5htB

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 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/adm-townsville-defence-forum>

Document generated on 6/4/2026, 5:27:41 AM