

# Annual Sogetsu Ikebana Exhibition - Splendour of Spring

DATE: Friday, August 22, 2025  
LOCATION: Toowong, Queensland, AU

## Event Description

Annual Sogetsu Ikebana Exhibition - Splendour of Spring is a premier expos event in Toowong. 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:** 62/100

**Expected Attendance:** 3,890 people

**Event ID:** 72BxdvN2Z3pguoCMtJ

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,556 across all properties

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