

APT and Travelmarvel's Free Travel Event – Townsville

DATE: Tuesday, September 2, 2025
LOCATION: Railway Estate, Queensland, AU

Event Description

APT and Travelmarvel's Free Travel Event – Townsville is a premier expos event in Railway Estate. 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: 43/100

Expected Attendance: 461 people

Event ID: DqnU8inrRyDjTP7Z8c

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 184 across all properties

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