

Carnival of Flowers Exhibition

DATE: Thursday, September 18, 2025
LOCATION: Toowoomba City, Queensland, AU

Event Description

Carnival of Flowers Exhibition is a premier expos event in Toowoomba 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: expos

Importance Rank: 47/100

Expected Attendance: 725 people

Event ID: Gn6yGfTDAMBrfgsMAG

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 290 across all properties

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

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