

Celebrate Spring at Cobb+Co

DATE: Saturday, September 20, 2025
LOCATION: East Toowoomba, Queensland, AU

Event Description

Celebrate Spring at Cobb+Co is a premier expos event in East Toowoomba. 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: 45/100

Expected Attendance: 561 people

Event ID: GbyacyVgXk3ecE2t7i

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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