

Charcoal – where smudge and shadow become stories.

DATE: Thursday, October 16, 2025
LOCATION: Lismore, New South Wales, AU

Event Description

Charcoal – where smudge and shadow become stories. is a premier expos event in Lismore. 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: 51/100

Expected Attendance: 1,082 people

Event ID: 4zKCA8VdjgsvmRoJsJ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 433 across all properties

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