

# Coco Song, Etnia Barcelona and XIT Eyewear VIP Event

DATE: Thursday, October 23, 2025  
LOCATION: Noosaville, Queensland, AU

## Event Description

Coco Song, Etnia Barcelona and XIT Eyewear VIP Event is a premier expos event in Noosaville. 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:** 41/100

**Expected Attendance:** 347 people

**Event ID:** G3AprB3uEnkEYrWLE7

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 139 across all properties

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